presstime

The Journal of the American Newspaper Publishers Association

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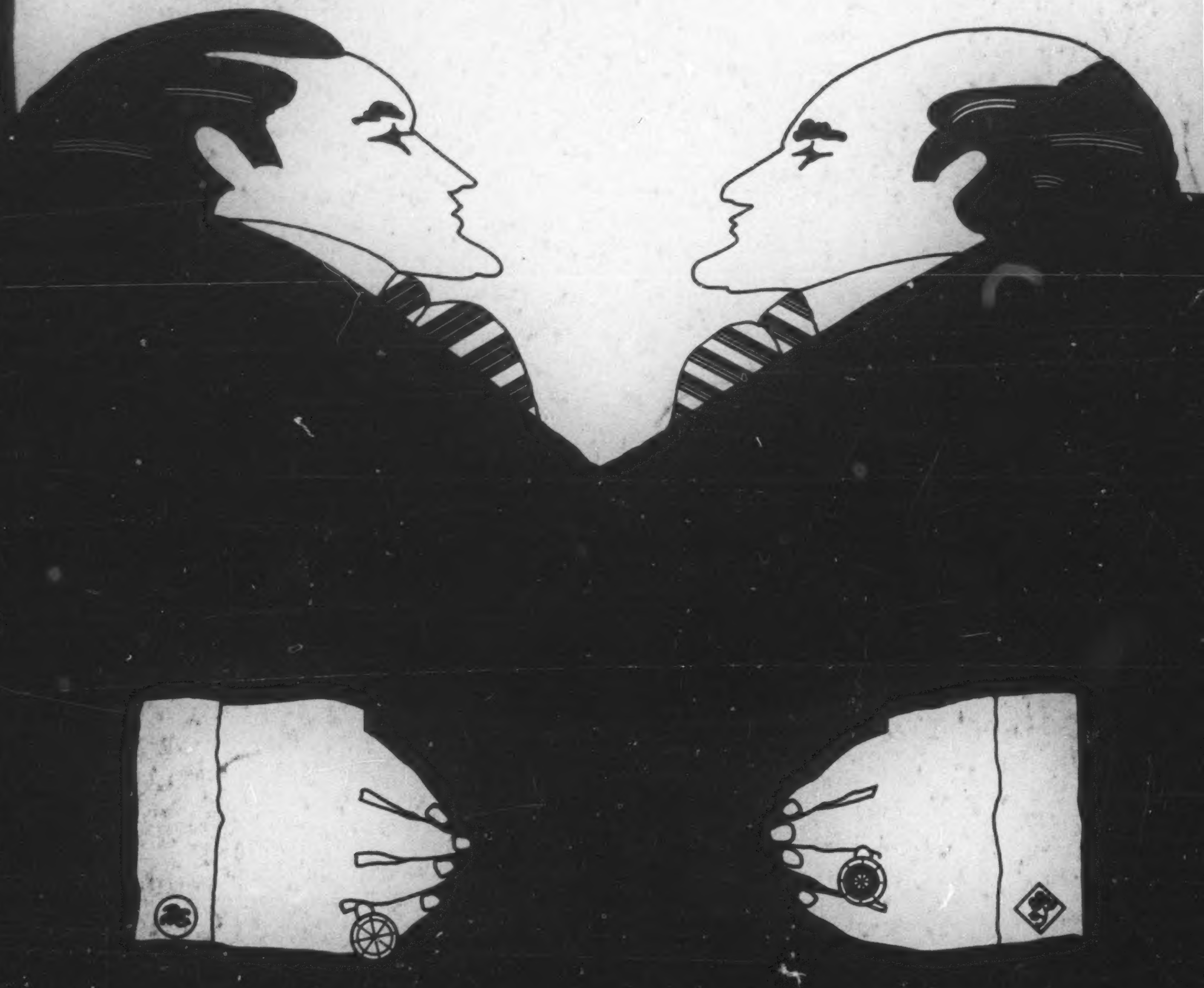

Newspapers battle recession & competition for advertising dollar

chairman's corner

Cooperation with other groups will benefit newspaper industry

Early this year your Directors reviewed and formalized ANPA's mission and objectives as part of our new strategic planning process. Nearly every phase of that review reinforced my belief in the overriding importance of cooperation between ANPA and other newspaper associations.

William C. Marcil

As a result, we have renewed our emphasis on improved communications and cooperation with newspaper associations at the state, regional and national levels.

Significant progress has been made.

Joint efforts contributed to a favorable ruling in the AT&T case and had an impact on improved estate-tax legislation.

We have joined with the National Newspaper Association and the Newspaper Advertising Bureau to form a special joint task force to focus on and monitor third-class postal rates and regulations.

ANPA, NNA, NAB, the American Society of Newspaper Editors, the Society of Professional Journalists, Sigma Delta Chi, and the Reporters' Committee for Freedom of the Press worked closely with representatives from state and regional press associations to deflect legislative efforts that would have damaged the Freedom of Information Act.

We also have been involved in joint training endeavors with the International Newspaper Promotion Association, ASNE, the International Circulation Managers Association and the Institute of Newspaper Controllers and Finance Officers. And we are conducting supervisory training programs in cooperation with state press associations.

Cooperation is notably enhanced by co-location at The Newspaper Center in Reston of the offices of ANPA, ASNE, ICMA, INPA, ANPA Foundation, the Newspaper Personnel Relations Association and the Society of Newspaper Design; and we anticipate that others will be located there soon.

For the past several months, we have been working extra closely with NAB, paying particular attention to resource allocation and to work on overall, industry priorities on behalf of all newspapers. Tom Johnson, NAB vice chairman, and Dick Johnson, ANPA vice chairman, are coordinating all joint ANPA/NAB activities.

Our goal in all this inter-organization cooperation is to eliminate duplication of effort wherever possible and to channel and utilize better each organization's particular expertise and talent.

I'm pleased to report that these efforts have created a very positive atmosphere at all levels throughout our business. The doors are open, communications have improved and the future looks promising.

These interactions between ANPA and other associations are beneficial to each of us and go a long way toward increasing our effectiveness in serving our advertisers and our readers.

I hope you will join me in championing these joint efforts as you participate in meetings and activities of the various newspaper-industry groups. Proper coordination will happen only if we all insist upon it.

Bill Marcil

William C. Marcil
Chairman and President

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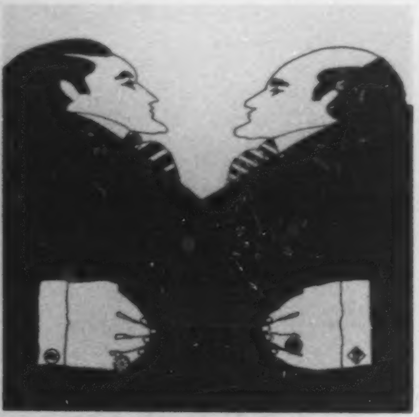

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Ad staffs fight recession, competition

By Elise Burroughs
presstime staff writer

North America's current economic recession has put daily newspaper advertising on its leanest diet in seven years.

Moreover, marriage mail and competing print media, as well as the traditional broadcast media, have been nibbling away at newspapers' leading share of advertising expenditures, which dropped from 29.3 percent in 1979 to 28.5 percent in 1980 to 28.4 percent last year. Cable television, videotex and other new electronic media soon may be joining the feast.

In addition to the economic drought and the influx of competitive predators, the entire retail environment is undergoing massive changes.

"Newspapers are experiencing their roughest season since the recession of 1974-75," reports Edward T. Parmalee, vice president of marketing for Miami-based Knight-Ridder Newspapers Inc.

Linage statistics are unavailable on a national basis and have fluctuated widely from market to market during the past decade, but analysts and observers generally agree with Parmalee's assessment of the advertising climate.

John Morton, a newspaper analyst for Lynch, Jones & Ryan in Washington, D.C., reports that in July, linage for nine publicly held companies decreased an average of 6.1 percent over July 1981. Six public companies also reporting revenues said they rose a miniscule .6 percent.

"According to our records, it was the worst monthly performance since September 1975, when linage fell 12.6 percent and revenues declined 0.4 percent," Morton told clients in a newsletter.

Robert Lovelace

Another barometer, an index of help-wanted classified advertising keyed to a 1967 base of linage in 51 newspapers, fell to 80 in July, five points below the previous month and 43 points below the July 1981 level, according to the Conference Board, a New York City-based, independent economic and management research firm.

Despite an average 11-percent increase in rates, expenditures for newspaper advertising during the first six months of this year rose only 6.6 percent, an increase that, if continued through the rest of 1982, would be the worst for newspapers since 1975. (See chart, p. 6)

For the first half of the year, classified expenditures dropped .7 percent, retail rose 9 percent, and national rose 12 percent, according to the Newspaper Advertising Bureau.

But the bad news also contains the seeds for some good news. The combined short- and long-term problems tend to transform newspaper sales forces from sleepy "fat cats" into lean, hungry, aggressive sales tigers. "There has been an evolution from proof-haulers to trained marketers," says Edward J. O'Neil Jr., vice president/marketing of Ohio's Dayton Newspapers Inc.

Ad directors say many newspapers are changing the way they assign advertising accounts, the way they pay salespeople, the amount of training they offer, the research tools they use, the pricing structure for inserts and ROP, and the very look of their newspapers.

"It's just a different ball game than it was 15 years ago," says William Bonner, advertising director of The Tuscaloosa (Ala.) News (evening, circulation 30,739).

In addition to overhauling their advertising sales staffs, publishers are responding to the twin challenges of a slumping economy and increasing competition by offering a range of new products and by adopting a new, more responsive attitude toward the needs of advertisers.

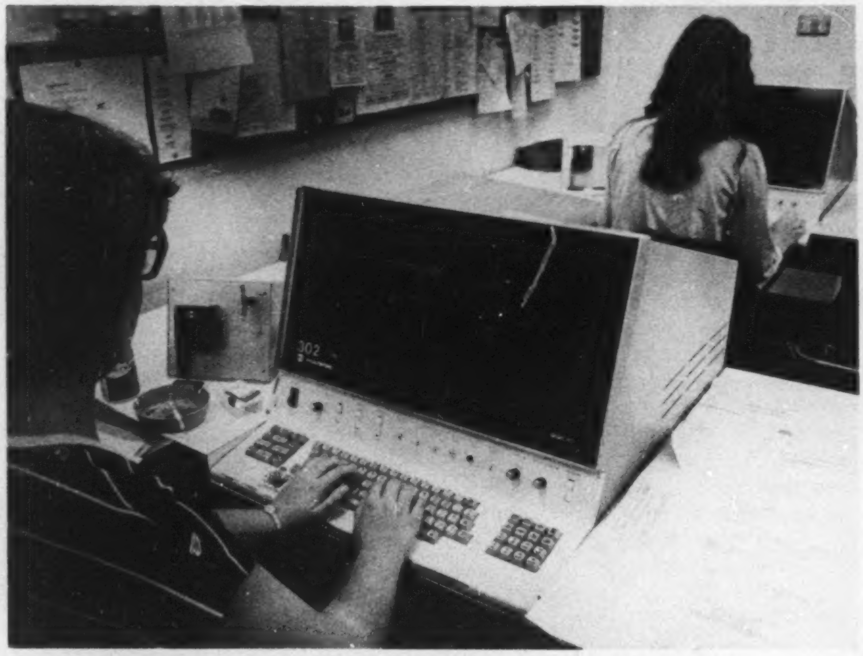
"Newspapers have done more in the last three years than in the preceding 20 for their purchasers and in making themselves attractive to advertisers," notes Robert P. Blumer, director of media computer systems for the advertising agency Leo Burnett USA in Chicago.

Some observers worry that certain aspects of newspapers' accommodation to advertisers poses problems over the long haul. The shift from ROP ads to preprints, for example, has kept ad dollars flowing to newspapers and has kept advertisers happy, but newspaper-business analyst Morton worries that "the impact on space and money available for news is significant and disheartening." Like some others, he wonders whether the newspaper of the future will be nothing but a thin editorial wrapper around a thick wad of color inserts.

Other observers say newspapers are still in a defensive marketing posture, reacting to what competitors are doing rather than boldly setting their own strategy.

For example, many newspapers threatened with marriage mail competition have set up their own total-market-coverage projects, in some cases mailing inserts to nonsubscribers. That may retain some of the vulnerable ad dollars for the newspaper company and fend off competition but at the expense of the daily newspaper's market share, notes Kenneth A. Leach, advertising manager of the Ohio Newspaper Association.

Several newspaper executives and marketing specialists believe that if newspapers' share of advertising does not start growing, it will erode, and the profits necessary for prosperity and growth will wash away with it. Though experts may differ on details of how to get newspaper advertising on the move, the changes currently under way appear to be part of a fundamental shift in how daily newspapers traditionally have functioned as an advertising medium.



More than 400 papers use VDTs for classified ads and more than 150 for display.

Sleepy past. According to newspaper mythology, the advertising department of the average daily once was a pretty relaxed corner of the communications world.

"The newspaper was the only game in town. The merchants were right on Main Street. You could do things your own way," recalls Jack E. Weaver, veteran advertising director of The Chronicle-Telegram (evening, 38,853) in Elyria, Ohio.

Such somnolence probably had its roots in the fact that aside from signs and notices posted on walls, newspapers have been the preeminent advertising medium since Colonial days. Even so, those early newspapers derived most of their revenues from circulation sales, not from advertising.

By 1887, when ANPA was founded to bring about better understanding and closer cooperation among publishers, advertising was accounting for nearly half of U.S. daily newspapers' total revenues. And by 1909, it brought in about two-thirds. At that point, newspapers, magazines and outdoor signs were virtually the only advertising media available. A decade later, radio sparked the explosion of electronic competition that still is expanding today.

From its near-monopoly status, the newspaper business saw its share of advertising expenditures decrease to 45 percent by 1935. And with the advent of television, there was further diminution.

Since the early 1960s, newspapers' share of total ad expenditures has been fairly steady (see chart, p. 7)—and that share is more than those of television and radio combined. But newspapers' slight year-to-year declines since 1979 have stirred concern.

This is understandable, because the amount of money being spent on advertising in the United States is tremendous—$61.3 billion in 1981, $17.4 billion of which went to daily newspapers. A decline in newspapers' share that might seem small in percentage terms—the one from 1979-81 totaled .9 percent—translates into millions of lost dollars. And for most U.S. dailies, advertising now provides between two-thirds and three-fourths of their revenues.

With so much at stake, newspapers finally appear to be awake and busy.

People power. Recent presstime interviews with more than a dozen advertising directors from newspapers of all sizes reveal:

- Newspaper advertising staffs, which represent 10 percent of the average newspaper's work force, have grown in recent years. For example, the Inland Daily Press Association's 1982 report titled "Constant Dollar Newspaper" shows that the advertising work force of an average 20,000-circulation daily grew from one part-time and 11 full-time workers in 1959 to two part-time and 17 full-time workers in 1980.
- Advertising departments are hiring increasing numbers of college graduates, many with business or marketing backgrounds.
- Compensation is increasing, for the first time reaching parity with editorial salaries at many newspapers and even surpassing editorial starting salaries at some.
- For advertising salespeople, many newspapers are providing a higher ratio of salary to commissions and bonuses. They have found a guaranteed income, usually around 85 percent of total compensation, is needed to tide employees over months when sales are poor.
- Newspapers are placing new emphasis on training for advertising departments. The Newspaper Advertising Bureau has doubled its array of retail sales training programs in the past decade [presstime, July 1982, p. 40]. The American Press Institute, which has offered an advertising executives seminar since 1952 and a classified executives seminar since

1954, in recent years has added seminars for national advertising managers, retail advertising managers, weekly newspaper advertising executives and ad executives of newspapers under 75,000 circulation. State press associations and universities also are offering newspapers ad-sales and marketing training.

Yet the "marketing know-how" of the average sales force is just now "getting up to the point it should be," notes the Ohio Newspaper Association's Leach.

Meanwhile, the competition is not standing still. Broadcast sales reps, for example, work constantly to "create doubt in the advertiser about the wisdom of newspaper advertising," John C. Gorby, a partner in Youngs, Walker & Co. of Chicago, a management consulting firm, reported in a recent study by his company.

In contrast, advertising executives say, newspaper sales people often do not understand the strengths and weaknesses of their competitors or how ad buys in other media are related to the use of newspapers.

This deficiency is one the Newspaper Advertising Bureau hopes to remedy in its training sessions. "There is no point in going to an advertiser and just saying (broadcast) ratings are invalid," explains Charles M. Kinsolving Jr., NAB vice president-marketing/new technology. "If you are in a competitive field, you should be able to talk intelligently about it."

Newspaper salespeople should understand the ins and outs of the new media, too. For example, U.S. cable television attracted only $129 million in advertising expenditures last year, but Paul Kagan Associates Inc. of Carmel, Calif., a consulting firm that tracks cable revenue for the Cable Television Advertising Bureau, predicts that it will reach $831 million by 1985. And so far, indications are that cable's best opportunities may lie in the field of local advertising, historically the domain of newspapers.

But, Kinsolving notes, audiences for an individual cable channel are so small that measuring them accurately is almost impossible. A sophisticated understanding of sampling sizes and margin for error can help a newspaper salesperson explain the drawbacks of cable advertising to clients.

Although knowledge of research, marketing and competition is crucial, ad directors emphasize that sales personnel still have to be, first and foremost, skilled at selling. "I would rather find a 40-year-old who is a good salesman and train him than take a researcher who doesn't have selling skills," says Knight-Ridder's Parmalee.

And several executives said they have discovered some of their most successful salespeople in other departments of their own newspapers. As the number of production jobs decreases, and as workers in general become more interested in mid-career changes, newspapers are finding former compositors, circulation employees and business office staff evolving into ad sales specialists.

There are some limits on how many interests one salesperson can represent, however. While some newspapers are using their salespeople to sell classified ads for both the newspaper and a cable television channel, most papers have found it necessary to hire a separate sales force to sell cable display ads.

Mark B. Atkinson, president of the newspaper-cable operation in Eau Claire, Wis., says salespeople from the Leader-Telegram (evening, 33,886) were involved in planning his company's cable advertising experiment for months before its debut in early 1980. Despite that involvement, the newspaper sales force was not successful in selling display ads for cable TV.

"It is very difficult for a human being to carry more than one allegiance," Atkinson says.

Changing operations. As the level of advertising expertise increases, the way salespeople operate is changing, too.

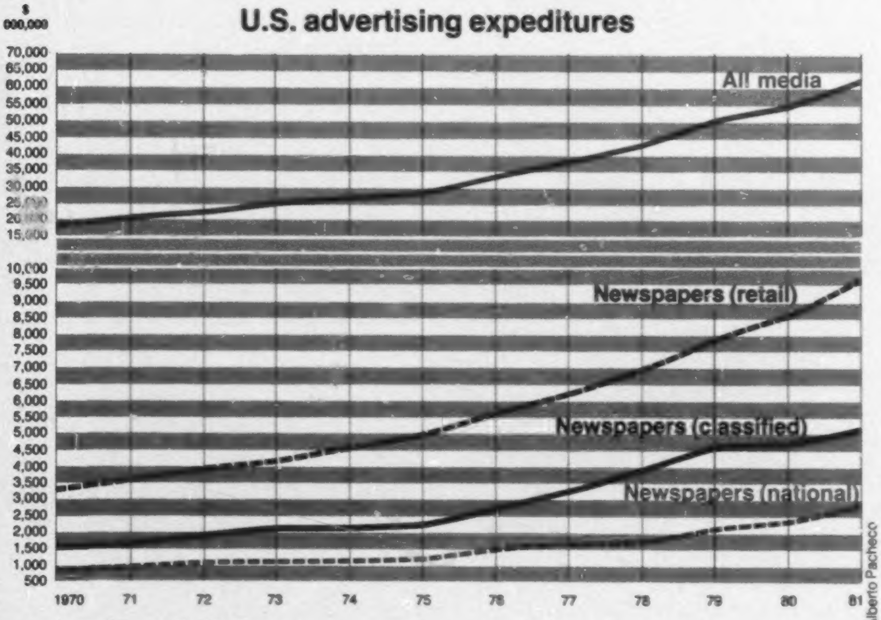
Newspapers are using new electronic technology, such as video display terminals, to improve efficiency in creating ads, both in classified and display. According to surveys by the ANPA Research Institute, the number of newspaper plants equipped with VDTs for advertising went from 352 for classified and 60 for display in 1979 to 441 and 157, respectively, in 1981.

And Layout 80™, ANPA's electronic dummying system, has been installed at 30 newspapers.

There have been changes unrelated to technology, too.

Most larger newspapers still find advantages in having some advertising representatives specialize in certain categories—retail stores, for example, or restaurants. But at many smaller papers, efforts to manage time and staff more efficiently have led to assigning salespeople geographic territories.

Newspapers switching to assigned territories report that accounts no longer slip through the cracks because someone is responsible for every advertiser in a given area. Also, such a change can result in


U.S. advertising expeditures

Source: Newspaper Advertising Bureau

Alberto Pacheco

substantial savings in time and travel money. "We cut out about $500 a month in mileage," reports Bonner in Tuscaloosa.

In many cases, the person responsible for a retailing area is expected to be a generalist, selling plans for retail, classified and co-op advertising. While a small number of advertisers may balk at such a change, most welcome it, ad executives report. Instead of dealing with several ad salesmen, store managers can cover all their advertising needs in one visit, saving themselves time, too.

But giving a salesperson all the advertisers in a certain area means he or she must become familiar with a larger array of merchandise, the marketing strategies of diverse retailers, the advantages and disadvantages of different types of advertising, the seasons when different products sell best, and the manufacturers who offer co-op plans.

Recent trends. To help out in this complex task, some newpapers are backing up their retail-sales staff with three innovations: telephone crews to handle very small accounts and to follow up with routine service for larger advertisers, creative departments to help flesh out the sales staff's speculative ads, and separate departments to handle cooperative advertising.

None of these concepts is totally new. Newspapers have been selling classified advertising by telephone for many years. The energy crunches of the 1970s, however, persuaded newspapers that reaching for the telephone was in many cases more cost-effective than hopping into a car to contact retail and even national clients.

"A telephone sales rep can make 50-60 calls per day. An outside rep can make four or five," says Marie Holland, vice president for telephone sales for the Newspaper Advertising Bureau.

A 1981 NAB survey revealed that 62 daily newspapers had retail telephone sales operations. A survey this year turned up 108. Executives say that nothing will replace the personal sales call for some advertising needs, but a consistent "telemarketing" program is an excellent way to service multiple clients and to develop new ones.

Separate creative departments also improve the quality of daily newspaper ads. The New York Times has a unit that prepares ads, sees that advertisers get proofs and follows through on in-paper placement.

Leach of the Ohio Newspaper Association believes more newspapers should separate ad sales and ad creation. "The personality traits which can make a person proficient in either of those two jobs are rarely found in the same person," he says.

But not all agree. Some say a deep understanding of each advertiser's business is crucial to make an ad successful, and it is the salesperson who has that understanding. At many papers, staff artists already are burdened with responsibility for editorial and promotional creativity and cannot take on advertising clients, too.

"If you've got artists or creative people who have time to visit customers, fine," says Christy C. Bulkeley, publisher of The Commercial-News (evening, 29,755) of Danville, Ill. "But I'd hate to depend for creative ideas on people who have to spend all day at their drawing boards and don't have the time to feel the customers' environment."

And with NAB estimating that $2 billion of the $7.5 billion available in co-op advertising goes unspent each year, a growing number of newspapers are setting up departments to tap that potential.

Cooperative advertising is money available from manufacturers to reimburse part, or all, of the cost of ads placed by local retailers. Sometimes, co-op ads are placed by manufacturers themselves, with tie-ins to local dealers. Co-op has a few drawbacks, however. It is very difficult for a local retailer or local ad medium to keep track of what plans are available, how much money they involve, and what the restrictions are.

What's more, giving manufacturers proof that the ads were run under the required conditions and collecting payment can be a monumental administrative headache.

The NAB has been encouraging newspapers to capture more of those ad dollars by the simple expedient of putting one person or one department in charge of collecting the plans, telling the rest of the staff about them, helping the sales reps and retailers fill in the paperwork, and shepherding the payment process.

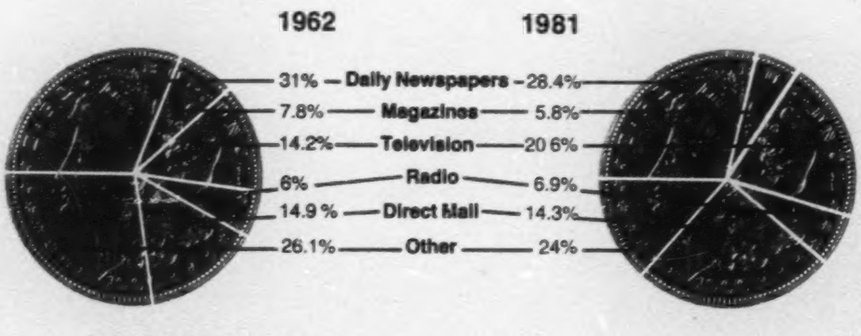
Some newspapers, such as The High Point (N.C.) Enterprise (evening, 30,726), are investing in computers to help in this process. Others rely on a filing cabinet. But virtually all newspapers that have attempted to systematize co-op advertising say they've enjoyed significant increases in revenue [presstime, May 1982, p. 15].

New products. In addition to innovations within the ad department, daily newspapers have a wide array of new products and services to offer advertisers. These include growing numbers of Sunday newspapers, color magazines, TV log books, daily and weekly special sections, zoned editions for both ROP and preprints, TMC products and electronic media such as cable television

The growth of these products and services has been fueled by a variety of recent developments, including:

- Color advertising, whose quality and quantity have grown with the spread of offset presses. In 1981, color ads totaled 242 million full-run lines and 10.9 million partial-run lines. Several advertising exec-

Newspapers' share of advertising revenue



Source: McCann-Erickson Inc., Printers' Ink

Alberto Pacheco

"The newspaper was (once) the only game in town. The merchants were right on Main Street. You could do things your own way."

Jack E. Weaver
The Chronicle-Telegram
Elyria, Ohio

utives believe the vivid color of USA TODAY, Gannett Co. Inc.'s new national newspaper, is bound to widen newspapers' eyes even more to color possibilities.

- Standard Advertising Units, which became available to advertisers a little more than a year ago, culminating six years of work by industry groups. SAUs are the latest in a series of recommended ad sizes designed to make it easier for national advertisers to place standardized ads in newspapers' bewildering array of formats. A newspaper-business working committee is continuing efforts to make the sizes fit even better and to expand the concept to other advertisers.
- NEWSPLAN discounts, introduced by the NAB, offering national advertisers incentives to increase their volume. They are an effort to answer national advertisers' concern over the differential between national and local ad rates—as much as 150 percent in some markets.
- National, syndicated, newspaper readership research, which supersedes a hodgepodge of private research studies. The first syndicated study became available in 1980. Currently, newspapers working through the Newspaper Research Council and the International Newspaper Advertising and Marketing Executives organization are cooperating with two firms in surveys of the largest U.S. markets. Results will be available as computer data bases as well as printed reports, a step that some hope will simplify media buying.
- TMC vehicles, which supplement newspaper penetration, now available from about 60 percent of U.S. daily newspapers.
- Extending discounts for planned schedules to more classes of advertisers, changing the way inserts are priced, and otherwise offering greater flexibility in setting rates. While some changes, such as free classified ads and "sales" for volume increases, are short-term responses to the poor economy, others appear to be fundamental changes in how newspapers price their products.
- The growth in editorial features "sponsored" by advertisers [presstime, June 1982, p. 28]. In part, this reflects growing cooperation between advertising and editorial departments. Some newspapers report that editors who see news or feature justification for a special section are more willing to help ad departments produce them. On the other hand, advertising departments no longer automatically demand that reporters write copy for non-news supplements.
- The Federal Trade Commission's July 7 decision to dismiss its five-year-old complaint that sought to restrict the volume discounts offered advertisers of the Los Angeles Times.
- One-order, one-bill advertising buys, still a dream nationally but available on a statewide basis through some state press associations.
- The Newspaper Co-op Network, a joint project of NAB and INAME that can make one-order, one-bill co-op advertising buys across the country. Since its launching in January, the NCN has handled more than $500,000 in ad buys for such manufacturers as Vivitar Corp., Hewlett-Packard Co., Pennzoil Co. and Reuter Laboratories.

In addition to innovations currently available, investigations continue into using satellites to place ads in newspapers. Advertising agency executives say being able to place one standard ad in dozens of newspapers with the push of a button would make newspaper buys significantly easier. So far, however, there has been no success in finding suppliers who could provide the necessary equipment at a cost-effective price.

Obstacles to growth. Despite these advances, advertisers, ad agencies and even newspaper executives say daily newspapers have a long way to go in their effort to turn a static market share into a growing one.

Advertising decisions increasingly are being made on a national or regional basis by people far from a given newspaper market. As decision makers grow more remote from the newspaper salesperson's warm, personal touch, they are increasing demands for hard, cold research data in easy-to-use formats. Newspapers are playing catch-up in this regard.

And while ad agency production departments view SAUs as a godsend, many media buyers have voiced concern about charges for extraneous white space where SAUs don't quite fit some newspapers' formats.

National advertisers have been asking newspapers to standardize and simplify items such as formats, rate structures, rate cards and discounts for years. Industry groups have been moving in that direction, but slowly. The tradition of individuality is a strong one among daily newspapers, and no one in the advertising business expects it to fade away entirely. In fact, many see it as one of the business's strengths.

Craig C. Standen, president of the Newspaper Advertising Bureau, says that each individual daily newspaper reflects "the needs and information desires of its community." The fact that people make buying decisions in their own areas makes the local newspaper an even stonger ad medium, he says.

But some advertisers, dissatisfied with the production quality and reader penetration of some papers, have in recent years turned in great numbers to a print product whose quality and distribution they can control: preprints.

The run from ROP. Preprints are generally used by retail stores, although national advertisers are getting into the insert business with coupons.

The number of inserts carried by daily newspapers grew from an estimated eight billion in 1970 to 28.7 billion in 1981. The NAB says the rate of increase has slowed dramatically in the last three years, and there are mixed views about future trends.

In California, Dean R. Bartee, sales and marketing vice president for the San Jose Mercury (morning, 163,285) and San Jose News (evening, 63,544), says all the advertisers in his market who can afford to use preprints already are doing so. He expects little growth in the number of retailers and thus little growth in preprints. "We have budgeted in 1983 for the same number of inserts as in 1982," he says.

But in economically depressed Danville, Ill., publisher Bulkeley says advertisers are still increasing their use of preprints, at the expense of ROP, and she sees no signs of a slowdown in their growth.

Like analyst Morton, some newspaper executives worry about the implications of the shift to preprints because a reduction in ROP ads often means a smaller newshole. While most newspapers say the switch from ROP has not yet significantly harmed the editorial side, the combination of the switch and the poor economy has cut the newshole slightly at some papers.

Declines in editorial space could come back to haunt the advertising department, because increasingly it is recognized that quality editorial content and success in advertising are interrelated.

Vance L. Stickell, vice president/sales for the Los Angeles Times, says the strategy that produced his newspaper's spectacular advertising success began in 1959 with "dramatic product improvement" on the editorial side. Similarly, Lance R. Primis, advertising director of The New York Times, says his paper's move to special sections and features during the 1970s facilitated the advertising department's ability to create targeted marketing strategies for specialized advertisers. Readership and circulation were listed as the main concerns of ad directors in a recent INAME survey.

"There is no point in going to an advertiser and saying (broadcast) ratings are invalid. If you are in a competitive field, you should be able to talk intelligently about it."

Charles M. Kinsolving Jr.
Newspaper Advertising Bureau

Looking ahead. Advertising experts agree that the future of ROP advertising—and the future of newspaper advertising in general—depends on how well newspapers respond to dramatic changes taking place in the advertising environment. (See **essay**, p. 26).

ADVERTISING INFORMATION

Charles Steinbrumer, Dayton Daily News

Connie Smith (seated center), telemarketing manager at Dayton (Ohio) Newspapers Inc., discusses telephone sales with (from left) Frank Gaffney, Valerie Williams and Pauline Hafenbrack.

The trend to concentration of decision-making, for example, is not confined to retail advertising. In classified, the recession has brought the closure of many local auto dealers and real estate agencies. More national franchises and conglomerates are placing the ads. In 1981, according to the NAB, 40 percent of all help-wanted billings went to a few, large recruitment ad agencies.

In the national arena, ad agency mergers also mean that a smaller group of people are making decisions for more and more national advertisers.

As a result, the lines between traditional categories are blurring.

In response, some dailies are assigning their own staffers to monitor national advertising trends instead of leaving it all to their national advertising representative companies. Meanwhile, those large "rep" companies, which in the past sold only national advertising, are becoming involved in retail and classified buys, too.

Newspaper publishers and ad directors hope that these and the myriad other steps they are taking will keep them in the current race for advertising dollars and possibly put them in the fast lane when the economy again accelerates.

At that point, newspapers still will face growing competition and a changing retail environment. But marketing consultant Christine Urban says if they maintain momentum, newspapers and their advertising customers can "come out of the recession leaner and smarter than they went into it." ☐

Related stories:

- **Impact of postal cases, p. 14**
- **Craig Standen column, p. 24**
- **Profile of Robert Coen, p. 25**
- **Christine Urban essay, p. 26**

NAB President Standen sees continued gains in national advertising

(Editor's note: Craig C. Standen on June 8 became president of the Newspaper Advertising Bureau, a New York-based, nonprofit membership organization for daily newspapers. Before joining the bureau, Standen was director of marketing services for R.J. Reynolds Tobacco Co. He spoke recently with **presstime** *staff writer Elise Burroughs on the prospects for national advertising in newspapers.)*

presstime: Do you expect national advertising will be up for newspapers this year?

Standen: I believe national will be up this year. I believe from a revenue point of view that we will continue to see gains in national—gains that are greater than the revenue gains we'll experience in most other categories of advertising.

National has been recognized as the newspaper business's best opportunity for growth because we today command a relatively small share of the national advertiser's total dollar expenditure, about 8 percent.

presstime: In talking to people at advertising agencies, some say NEWSPLAN discounts are wonderful, but one ad agency executive told me they're difficult to use because they are not applied in a uniform manner. Apparently, each newspaper has its own discount, and it's very difficult to figure out. Do you think this is a major problem?

Standen: Ideally, to buy any number of newspapers, from the advertiser's point of view, the easiest thing to do would be to deal with just one rate. Just one order. We don't live in an ideal world.

The issue of rates is one that I think maybe—maybe—makes it a little more difficult for an advertiser to use newspapers on a large scale. But to some degree, I think the advent of the computer and the advent of NEWSPLAN discounts has removed a lot of that difficulty and therefore a lot of the traditional cost. So to some degree, in my opinion, the people who say newspapers are just too hard to use are saying, "I'm not interested in using newspapers," but they're giving an excuse.

I think we will continue to make improvements in standardizing the buying process and the ordering process and the production process for newspapers. But I think having different rates at different newspapers is probably not as important as projects such as standardizing newspaper page widths and column formats.

presstime: In what areas of national advertising do you expect to see growth for newspapers this year?

Standen: For the past two years, national has grown significantly faster than either retail or classified.

(But) I don't think you can assume that you will get growth automatically. . . . I think our big opportunity is to do two things.

One thing is to position for some advertisers and to reposition for others the health and value of the newspaper in a rapidly changing media environment. I think it's human nature that the interest in and focus on the new technology, notably cable, probably transcends the long-term advertising potential of those media. And I think that's because they're new and sexy. Everyone wants to get involved in them.

The point that I think we need to drum home is that we're still America's largest advertising medium and we still reach and penetrate the highly desirable, better educated, higher income consumers in this country. . . .

The other side of that opportunity is . . . as an industry we've got to continue to make newspapers easier and . . . less costly for advertisers to use.

There are some things that are happening in the economy that can work in our favor. . . .

I believe we're coming into a period of time when the consumer will need and demand more information about the product, about what's in the product, about the benefits of the product, about the warranties attached to the product, about how the product can be used.

Advertisers will come to recognize that. I think we'll see less of an emotional or an impulse sell and more of a rational, well-thought-out-purchase-decision kind of sell. I think that's where print has its strength. . . . To the degree that advertisers need that kind of communications medium, then they represent industries where we have probably better than average potential.

presstime: Some specific examples?

Standen: Home electronics, including personal computers, videotape recorders and other electronic devices, are going to represent to the consumer a substantial investment—one in which the differences probably require a fair amount of explanation for the consumer to understand how one product or brand is different from or better than another. . . .

I think we've been the recipient of significantly increased national automotive spending. I think that's because they need the flexibility that our medium provides since they are looking in many cases for short-term solutions or trying new programs short-term to stimulate the purchase of automobiles.

The transportation business, from what I read, has been consistently losing money, yet we continue to get the lion's share of their business. But they, too, are responding both to the economy and to the relatively recent deregulation of air fares.

(On the other hand), the tobacco business, which is our largest national account (see chart, next page), is not showing the same kind of growth in calendar 1982 that it did in calendar 1981. . . .

The other thing is, I think the national advertiser who historically has continued to spend in the face of recession is more likely to maintain a predetermined advertising level on the theory that in a down economy, the secret . . . is to increase his share of the available business. So that when the recession turns around, he's got a higher share base. You can only do that for so long. . . .

presstime: Most national advertisers at this time use ROP advertising, is that correct?

Standen: It depends on what their purpose is.

The natonal advertiser will run two kinds of advertising. They will run . . . image advertising which has no specific consumer incentive attached to it. And they will run what we call coupon, a promotional (type of) advertising.

The advertiser generally has two different sets of objectives that are applicable to each of those. Some of our categories (of national advertisers) are predominantly coupon advertisers who use the newspaper primarily as a promotional vehicle. Food would be the most common in that category.

If you take a look at another category of national advertising, the airline industry runs some promotional advertising, but it doesn't require the consumer to clip from the newspaper and deliver it to the point of purchase.

They run an awful lot of origin-and-destination advertising, and when they have a special promotion on a specific route, say New York to San Francisco, they would use the newspaper to communicate what the savings and what the value and what the conditions of that special rate are. And that tends to be ROP.

presstime: If national advertisers increase their advertising in newspapers, will it be mostly ROP or mostly coupons?

Standen: My guess is that it will be predominantly ROP. But a great deal of that will depend on our ability to continue to improve the production qualities of the printed page as well as to offer good quality color reproduction, because for many national advertisers, color is an important creative consideration and can be a limiting factor when it comes time to evaluate ROP.

presstime: Some people in the business have voiced the fear that the newspaper of the future will be nothing more than an editorial wrapper around a package of preprints. Is there any limit to the growth of preprints.?

Standen: The growth of preprints—which has been from the newspaper point of view primarily from the retail side of the business, not the national side—has been fueled by a lot of different factors.

One of them has been cost, in two senses. The cost of production money that's paid to print, and the cost of distribution.

With the advent of shared mail in recent years as a significant competitor to the preprint business, I think it's caused an awful lot of newspapers to reevaluate what they are charging the advertiser to distribute.

But beyond just cost, a preprint can provide some advantages to a multi-market advertiser.

One, it gives him tremendous control over his advertising, because rather than having a series of individual newspapers print his advertising, he has one simple source of supply. So he has a lot of control over the quality.

The second thing is, to some degree . . . reflective of the trends in some retail businesses where decisions for large multi-market retailers are being made at higher and higher levels. It's sometimes easier not only to control but to use a preprint.

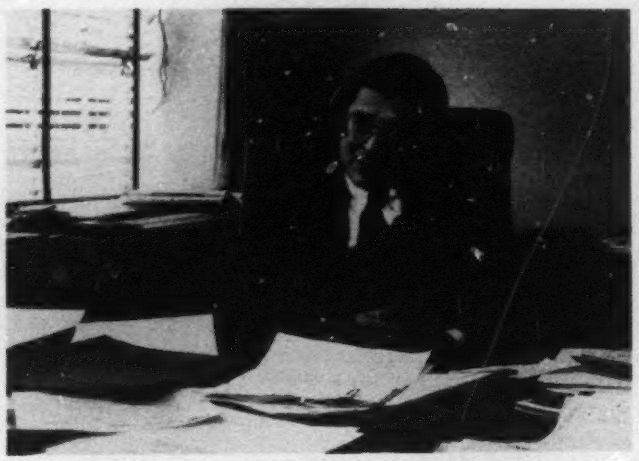
Much of the work we have done indicates that in looking at preprints versus, for example, ROP ads, we find that preprinted advertising will tend to be effective if the objective is to reach people who currently shop in your store on a regular basis.

ROP, however, tends to do a better job of reaching people who are not regular users of your store and/or who have never considered shopping in your store.

presstime: If newspapers, over the next few years, get their research into a nice syndicated package that everyone can use, have Standard Ad Units, have rates that are easy to use—if newspapers do all of these things, how much of the national advertising share could they wrestle away from competitors?

Standen: It would not be unreasonable for me to believe that we could double our share in a decade if two things happen that I believe will happen. Number one, if newspapers continue to improve the product for the advertiser . . . from a production point of view as well as a flexibility point of view. Number two, I believe that the advent of new forms of telecommunications—and notably cable (TV), because I think that's the here-and-now technology—is going to change the nature of commercial television. And it's going to force the advertiser to take a look or a relook at what he has traditionally used to deliver his message.

It's a communication challenge as well as just a media challenge. ☐



Craig C. Standen

Top 25 U.S. newspaper advertisers (1981)

Advertiser	Rank among newspaper advertisers	Rank among national advertisers	Ad expenditures in newspapers 1981	Ad expenditures in newspapers 1980	Ad expenditures in all media 1981
R. J. Reynolds Industries	1	6	$142,344,700	$113,099,900	$321,300,000
Philip Morris Inc.	2	4	90,602,700	77,624,200	433,000,000
General Motors Corp.	3	3	65,502,100	52,209,100	456,800,000
Loews Corp.	4	42	49,591,300	45,624,400	141,400,000
B.A.T. Industries PLC	5	21	45,909,600	13,644,800	199,300,000
Ford Motor Co.	6	11	31,989,700	24,379,500	286,700,000
Chrysler Corp.	7	24	30,955,700	21,320,600	193,000,000
RCA Corp.	8	17	29,536,900	25,122,100	208,800,000
Eastern Air Lines	9	87	23,670,000	20,160,700	54,100,000
Delta Air Lines	10	91	21,653,100	20,409,900	44,500,000
AT&T	11	9	21,530,600	19,180,900	297,000,000
American Airlines	12	89	20,066,100	17,477,600	51,500,000
UAL Inc.	13	75	19,034,400	16,245,200	70,600,000
Pan American World Airways	14	*	17,984,300	13,902,300	*
Time Inc.	15	43	17,825,300	10,901,200	141,100,000
Trans World Corp.	16	57	17,354,100	17,546,100	951,200,000
CBS Inc.	17	46	15,822,600	14,969,100	134,000,000
Warner Communications	18	37	13,324,000	1,728,300	159,000,000
American Brands	19	66	13,243,100	16,816,500	82,200,000
Seagram Co. Ltd.	20	41	12,758,300	18,042,800	145,000,000
Toyota Motor Sales	21	51	11,222,100	7,023,300	108,200,000
American Broadcasting Cos.	22	99	10,270,300	11,899,800	40,100,000
General Electric Co.	23	35	10,065,400	12,128,400	164,700,000
Norton Simon Inc.	24	38	9,925,500	5,461,800	149,900,000
Dart & Kraft	25	30	9,769,100	6,663,300	177,000,000

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*Not ranked among the top 100 national advertisers.

Supreme Court actions so far are four-to-one in press's favor

Beginning its 1982-83 term, the U.S. Supreme Court let stand four lower-court decisions that favor press interests and one decision that does not.

The four denials of *certiorari* that were favorable to the press involved these cases:

- *Joseph A. Maressa v. New Jersey Monthly*, in which a public figure sued for libel because the magazine described him as one of the state's "worst" legislators; and a companion case, *Resorts International Inc. v. New Jersey Monthly*, in which the casino sued for libel because the magazine said it was a "mismanaged, unscrupulous, mob-tainted company with the morals of an alley cat."

The New Jersey Supreme Court had found in favor of the magazine in both cases [presstime, June 1982, p. 13].

- *Arizona v. McGraw-Hill*, in which five states wanted Platt's Oilgram Price Report to reveal names of news sources. A U.S. District Court judge in New York granted that request, but the 2nd U.S. Circuit Court of Appeals reversed the decision on appeal of McGraw-Hill.
- *Miskovsky v. Oklahoma Publishing Co.*, in which the Oklahoma Supreme Court overturned a libel judgment against The Daily Oklahoman and Oklahoman City Times. George Miskovsky, a 1978 candidate for the U.S. Senate, claimed the newspapers libeled him by publishing stories on his remarks relating to the alleged homosexuality of his political opponent. Miskovsky also objected to an editorial criticizing him for those comments [presstime, Feb. 1982, p. 17].

In the fifth case, *Sun Publishing Co. v. James Jones*, the Sun News of Myrtle Beach, S.C., had been sued for wrongly reporting that a man had pleaded guilty to pirating stereo tapes. The man received a $35,000 libel award, and the Supreme Court—by refusing to hear the newspaper's appeal—let it stand.

Still pending before the court this term are petitions for *certiorari* in:

- *Press-Enterprise Co. v. Superior Court of California*. The Press-Enterprise of Riverside, Calif., is appealing a trial court's closure of jury selection in a rape-murder case and the sealing of related transcripts.
- *Home Placement Service v. Providence Journal Co.* The newspaper company is appealing a ruling of the 1st U.S. Circuit Court of Appeals that it violated antitrust law by refusing to accept classified advertising offering housing rental information for a fee [presstime, Oct. 1982, p. 19]. The court has asked for Justice Department comments on the case.

Earlier this year, the Supreme Court agreed to hear two cases of interest to newspapers: *Minneapolis Star and Tribune Co. v. Minnesota Commissioner of Revenue*, over a state tax on newsprint and ink [presstime, Sept. 1982, p. 14]; and *National Association of Greeting Card Publishers v. U.S. Postal Service*, over postal rate-setting [presstime, Sept. 1982, p. 9]. □

Court briefs

William B. Ketter

A recent study by the American Society of Newspaper Editors indicates that **law school students** generally receive a grounding in First Amendment principles. The exposure usually comes through traditional law school courses, such as Constitutional Law I, Torts I or Torts II, rather than specific "media law" courses, the survey found.

Survey director William B. Ketter, editor of The Patriot Ledger of Quincy, Mass., pointed out that the survey was not all-conclusive, however. Only 10 percent of the nation's approximately 600 law schools responded to the ASNE questionnaire distributed last May.

Many of their answers were in the form of questions and comments rather than data that could be grouped and tabulated. Ketter said some respondents "considered the questions 'loaded' with a press bias even though they were developed by a group of journalists, judges and attorneys."

• • •

Former Trenton (N.J.) Times circulation director Robert Larry Thayer was sentenced to 18 months in jail after being found **guilty of misappropriating newspaper funds** as part of a scheme to inflate circulation figures from 1978-80 [presstime, Nov. 1981, p. 15].

A Mercer County, N.J., Superior Court trial judge rejected Thayer's plea for a new trial. Thayer in late October asked the New Jersey Court of Appeals to release him on bail pending an appeal. Three co-defendants also were found guilty, and two received six-month jail terms.

• • •

The 9th U.S. Circuit Court of Appeals Oct. 11 granted ANPA friend-of-the-court status in an appeal of a federal judge's **rejection of a proposed joint operating agreement** between the Seattle Post-Intelligencer and The Seattle Times.

In its *amicus* brief, the Association did not address whether the JOA should have been approved but rather focused solely on U.S. District Court Judge Barbara J. Rothstein's interpretation of the 1970 Newspaper Preservation Act. Her interpretation, overturning Attorney General William French Smith's approval of the JOA, was "contrary to the act and its legislative history," ANPA maintained [presstime, Oct. 1982, p. 12].

• • •

Trial began in October in U.S. District Court in St. Paul, Minn., in a case stemming from the June 1979 publication of a supposedly humorous edition of the University of Minnesota student newspaper.

The edition caused a public outcry and resulted in a decision by the school's board of regents to make refundable the portion of the mandatory student fee that had been going to the publication.

The Minnesota Daily, its editors and the board of student publications subsequently filed suit seeking **injunctive relief and a finding of unconstitutionality**. □

'Back door' maneuvers threaten the Freedom of Information Act

Congress is once again attempting to amend the Freedom of Information Act through the "back door."

While a major bill affecting the FOIA (S 1730) remains stalled in the Senate Judiciary Committee [presstime, Oct. 1982, p. 14], Congress has been adding FOIA amendments to other pieces of legislation.

Three instances have been identified. All may be acted upon during the lame-duck session to convene Nov. 29:

- S 2916, an appropriations bill for the Treasury Department, would exempt the Secret Service from the FOIA. The bill was reported out of the Senate Appropriations Committee Sept. 16. The House Appropriations Committee reported out its version of the bill Sept. 22 without the FOIA provision.

S 1730, the major piece of FOIA legislation, contains a compromise provision agreed to by press groups granting the Secret Service a qualified exemption.

- HR 6872, a federal court reform bill, would eliminate the provision in the FOIA mandating expedited court treatment of FOIA appeals. The bill was passed by the House Sept. 20.

Richard M. Schmidt Jr., general counsel of the American Society of Newspaper Editors, said he has been informed by staff of Sen. Patrick J. Leahy (D-Vt.) that the senator is ready to offer an amendment to strike the FOIA provision.

- S 2109 and HR 5447, bills reforming the Commodity Futures Act, would restrict disclosure of information submitted to the Commodity Futures Trading Commission. The Senate-passed bill amounts to a prohibition against disclosure. The House-passed bill would require that people submitting information be notified when an FOIA request is made for that information, thus giving them an opportunity to object. A conference committee must reconcile differences between them.

According to Harold C. Relyea of the Congressional Research Service of the Library of Congress, these attempts follow two back door FOIA amendments enacted earlier in the 97th Congress.

One, attached to a major budget bill, restricts disclosure of information submitted to the Consumer Product Safety Commission.

The other, in a bill dealing with the Department of Energy's defense activities, is a strengthening amendment. It limits authority previously granted to the secretary of energy to protect certain kinds of unclassified atomic energy and nuclear energy defense information.

In congressional testimony, ANPA has opposed this kind of piecemeal amending of the FOIA. ☐

Hearings open on protecting electronic media

The Senate Commerce Committee in late September held hearings to lay the groundwork for drafting a constitutional amendment to guarantee freedom of expression to the electronic media.

Chairman Bob Packwood (R-Ore.), who has proposed such an amendment, opened the hearings by saying: "The notion that the government must regulate electronically transmitted information because of (electromagnetic) spectrum scarcity simply ignores today's reality and tomorrow's promise."

The first day of the hearings was devoted to a discussion of technological developments that have made spectrum use more efficient. The second day dealt with policy implications of these developments.

Ithiel de Sola Pool of the Massachusetts Institute of Technology said the perceived shortage of radio frequencies that existed when broadcasting was first regulated in 1927 no longer exists, and, therefore, the regulations are no longer justified.

Thomas G. Krattenmaker of Georgetown University Law Center, labeled as "nonsense" each of the reasons suggested by the U.S. Supreme Court for regulating broadcasting: that the electromagnetic spectrum is a scarce resource, that the broadcast media are pervasive and that broadcasting is accessible to children.

"If scarcity refers to quantity, the number of broadcast stations in the U.S. far exceeds the number of newspapers," he said.

He added, "a radio station is no more pervasive or accessible, as the Supreme Court used those terms, than a home-delivered newspaper."

ANPA has formed a Special Task Force on Content Regulation and Electronic Media [presstime, Oct. 1982, p. 13]. ☐

Tax break approved for N.Y. newspaper company

President Reagan Oct. 22 signed a bill passed earlier in the month by the Congress giving a tax break to a New York state media company that bought a newspaper.

Johnson Newspaper Corp. of Watertown, publisher of the Watertown Daily Times, sold its Watertown television station WWNY-TV to comply with Federal Communications Commission cross-ownership regulations.

Under Internal Revenue Service rules, if the company had used the proceeds from the sale to buy another broadcast outlet, it would have qualified for an exemption to the federal tax on the capital gain.

However, Johnson Newspaper used the proceeds to buy The Daily News of Batavia. Sen. Daniel Patrick Moynihan (D-N.Y.) introduced an amendment to HR 4717, a miscellaneous tax measure, to extend the tax break in a Watertown-like situation to any newspaper purchase [presstime, Feb. 1982, p. 11]. But a conference committee narrowed the scope so as to apply only to Johnson Newspaper Corp. ☐

Cable TV copyright bill passes House, goes to Senate

The House of Representatives Sept. 28 passed cable TV copyright legislation, HR 5949, by a vote of 347-53 [presstime, May 1982, p. 35].

It represents a compromise worked out between trade associations representing the cable, motion picture and broadcast industries.

In the Senate, the bill was referred to the Judiciary and Commerce committees. It may be acted upon when Congress convenes in a lame-duck session Nov. 29. ☐

Rate formula explained

Newspapers explore complex third-class issues

The complexities of the postal-rate-setting system continue to affect newspapers as industry experts grapple with possible approaches to two cases pending at the Postal Rate Commission.

The Joint Postal Task Force of ANPA, the Newspaper Advertising Bureau and the National Newspaper Association is addressing the situation, as is the ANPA Postal Committee. Both groups are cautioning newspaper executives to be wary of any postal-rate proposals that seek to change only *one* of the many interrelated facets of the rate structure. And the concern is not just the historical relationships between third-class, second-class and first-class rates.

The immediate concern of the newspaper industry's postal experts is the third-class-rate formula in which *relationships* between the piece rate and the pound rate determine a "weight break" below which the combined mailing of several advertising preprints may be especially attractive.

"Some postal users seek to change one or another of the formula factors without knowing, or perhaps caring, what the impact on the weight break will be," said ANPA Executive Vice President and General Manager Jerry W. Friedheim. "But newspapers do care, and ANPA's longtime position before the Postal Service and its Board of Governors, as well as the Postal Rate Commission, has been that piecemeal changes in the rate structure are unwise, unfair and counterproductive. Rather, ANPA has felt the overall rate structure must be addressed in the context of general rate proceedings which are expected to come next year."

The weight break can be calculated according to this formula:

- Piece rate divided by pound rate *equals* the weight break divided by 16 ounces (one pound).

Thus any change in *either* the piece or pound rate will change the weight break in ounces.

The current, non-presorted, piece rate of 10.9 cents and the current pound rate of 45 cents thus result in a weight break of 3.88 ounces. There is a three-cent discount for each piece presorted to the carrier-route level for mailings regardless of weight.

The recent history of the costs to mail tabloid preprints is shown in the chart on this page.

Third-class mailers pay postage according to *either* the per-piece charge *or* the pound rate. "What determines which rate will be used is the weight break," explained ANPA Vice President/General Counsel W. Terry Maguire.

For example, a marriage mail package weighing 3.87 ounces (just under the weight break) would be mailed at the per-piece rate. If the package weighed 3.88 ounces or more, it would be mailed at the per-pound rate.

"The weight break is a concept that has never been fully addressed in the postal ratemaking process," Maguire noted.

Given the above complexities and relationships there could be a major impact on newspapers if the two current Rate Commission cases proceed.

One of the cases has been filed by Warshawsky & Co., owner of the J. C. Whitney mail-order auto parts firm. Warshawsky wants to change the per-pound rate from 45 to 33 cents, a level that was in effect from March 1981 to Nov. 1981, for benefit of its heavy catalogs.

That action would allow the Whitney catalogs to be sent at a lower rate; but, most importantly to newspapers, it would give marriage mailers a major boost through a 36-percent increase in the weight break to 5.28 ounces.

In the second case before the Rate Commission, a group of third-class mailers has urged immediate action on the setting of permanent third-class rates, rather than a delay pending a full, rate-case proceeding next year.

The PRC "clearly has a responsibility" to come up with new rates, said the petitioners—Direct Mail/Marketing Association, Reuben H. Donnelley Corp., Mail Order Association of America and Third Class Mail Association. "The need for expedition is obvious," they said.

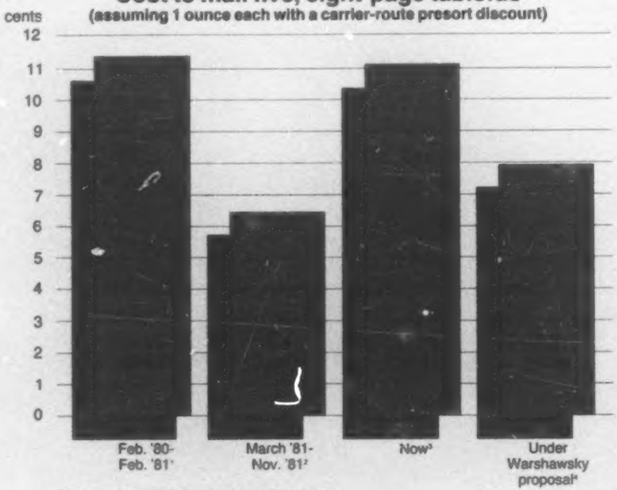
ANPA Oct. 20 filed in opposition to the petitioners in both Rate Commission cases, reiterating a previous argument made before the PRC that the commission should defer consideration of third-class rate changes until further action by the postal Board of Governors [presstime, Oct. 1982, p. 15]. The governors are responsible for asking the PRC to recommend rates based on revenue requirements of the Postal Service.

ANPA also said the PRC should not consider the Warshawsky request in particular because it raises issues settled in the last general rate case and in a federal appeals court opinion that followed.

The cases have raised more than legal questions for the newspaper business.

Lower rates could facilitate newspapers' direct-mail and TMC products, but they also could help competing direct-mailers lure away supplement advertisers as well as ROP advertisers. ☐

Cost to mail five, eight-page tabloids
(assuming 1 ounce each with a carrier-route presort discount)



[1] Based on rates existing before the last general rate case
[2] Based on lower rates that sparked use of "marriage mail"
[3] Based on current rates resulting from governors' response to appeals by ANPA and others
[4] Based on rates proposed to the Postal Rate Commission by Warshawsky & Co

Alberto Pacheco

Panel supports full freedom for all media

By C. David Rambo
presstime staff writer

The ANPA Telecommunications Committee has gone on record as supporting the principle that First Amendment rights now enjoyed by the print media should be extended to apply to electronic media.

The action supports efforts of a new Association task force to develop an ANPA position against content-related restrictions on electronic publishing [presstime, Oct. 1982, p. 13]. Opinions on the issue also are being sought from the Association's Government Affairs and Press/Bar Relations committees. The aim is to present a recommended written position on the issue from the committees to the ANPA Board for its consideration.

The Telecommunications Committee could not agree on language for such a position. Endorsing the concept at its semiannual meeting Oct. 4-6 in Washington, D.C., was difficult enough.

Some members worried that such a print-industry stand could backfire and result in imposition of broadcast-type restrictions on newspapers.

No one spoke against the concept, but several members voiced concern that everyone involved be aware that the issue is an important one and that endorsement of the extension of rights represents a big commitment on behalf of ANPA.

For example, Dolph C. Simons Jr., editor and publisher of The Lawrence (Kan.) Daily Journal-World, said he agreed with the basic stand taken by the Committee but did not want to "wrap ANPA up with all these other operators for which government has a direct say in whether they'll be in or out of business."

But advocates said the newspaper business has put off this issue for years and now must come to grips with it.

"I don't think we can duck it," said Robert M. Johnson, president and chief operating officer of Newsday on Long Island, N.Y., who is a member of the content task force and chairman of the Telecommunications Committee's Public Policy Subcommittee. "The reality is that there are people out there who are going to be looking to us for a position."

Newsday's Johnson tells Committee it's time to take a stand.

The content task force will meet again Nov. 10 to discuss, among other things, a proposal by Sen. Bob Packwood (R-Ore.) for a constitutional amendment ensuring that broadcast media are as free of constraints as print media. He held hearings on the matter in October. (See story, p. 13.)

The Telecommunications Committee meeting also included discussion about the new AT&T consent decree [presstime, Sept. 1982, p. 10], AT&T's future role in electronic information services, the future of cable television and other items.

AT&T issue. Richard E. Wiley, outside communications counsel for ANPA, predicted there will be renewed emphasis in Congress in 1983 to pass legislation to update the 1934 Communications Act.

Proponents of that legislation may ask for ANPA's support because the Association "proved to be a very formidable player" in Congress the past two and a half years, Wiley added.

Joint ventures with AT&T and the local Bell operating companies were discussed with Committee dinner guests Randall T. Tobias, AT&T vice president-residence marketing, sales and service, and Dennis J. Sullivan Jr., assistant vice president-residence product management and development. They pointed out that after divestiture in January 1984, local joint ventures will be conducted through the local operating companies.

The two AT&T executives reiterated that AT&T does not plan to be an electronic publisher. "We have not had, we do not have, and plan to have no interest in a business where we would control the content of an electronic publishing activity," Tobias said.

AT&T plans in mid-1983 to introduce a new computer terminal that will incorporate a high degree of "user friendliness"—that is, it will be easy to use, Tobias said. "If a user has to do with a videotex terminal what he has to do with a personal computer, it'll never fly," he commented.

In other business:

- The committee established a "marketing/strategy options task force" to study opportunities for newspapers. The group will be chaired by Telecommunications Committee Vice Chairman Charles H. Everill of Harte-Hanks Communications Inc.
- ANPA staff was directed to investigate a proposal to compile and publish a newsletter-type publication on developments in the telecommunications field.
- Staff also will look into the possibility of holding a seminar on implications of the new AT&T consent decree.
- Committee leaders are investigating the possibility of holding a one-day "field trip" to the 32nd annual National Cable Television Association convention and exposition June 12-15 in Houston for attendees of the ANPA "Expo"—formerly called the Production Management Conference—June 11-15 in Las Vegas, Nev. ☐

Steps one company took to start cable service

By David M. Reed

The Lexington (Ky.) Herald-Leader Co. entered the electronic communications age March 29 when it began operating a three-channel news and information service over cable television.

The service, called "TelePress," is a research and development project for the Herald-Leader's parent company, Knight-Ridder Newspapers Inc. [presstime, July 1982, p. 29].

For more than a year, a task force representing all departments at the Lexington newspapers studied the issue of cable.

It determined that the newspapers would best be served by sticking to what they know best—print, or in this case, text—rather than traditional video programming that would put them in competition with three local commercial television stations.

But there were also strong feelings that, in order to be successful, the look of the alphanumeric (text) channels would have to be different from what members of the task force saw operating at other newspapers.

Nine equipment manufacturers were studied, and four were invited to Lexington to describe their equipment and to discuss where their companies saw the cable and newspaper industries heading.

After lengthy consideration, Texscan/MSI of Salt Lake City was selected to supply a custom-designed character generator which features high-resolution graphics and high-resolution characters. The Lexington newspapers agreed to serve as a laboratory for Texscan, helping the company determine which features of its equipment best serve the growing newspaper/cable market.

The equipment decision was not easy because so many of the day-to-day computing functions taken for granted in the newspaper business have not been developed for cable character-generation systems. The equipment we were seeking had to offer:

- On-line page storage, either internal (Rapid Access Memory) or external (on hard disk)
- A graphics package, including animation. This was considered necessary to attract major advertisers and to make news presentations more attractive.
- Slide storage. Slides were seen as a major advertising possibility. Their use for home tours, auto shows and how-to programs seemed a natural way to attract advertisers and at the same time remain with a technology familiar to newspaper personnel.
- A hookup with the newspapers' front-end computer system for handling classified advertising. We did not want to have to re-keyboard classified ads for cable.
- Video advertising insertion. While our news presentations were to be alphanumeric, we wanted to be able to present the standard video commercial. We were, after all, going after electronic advertising budgets with our service.

Lexington channel has animated graphics.

- Broadcast quality. Most cable character generators offer low-resolution displays. We were looking for something similar to that seen on commercial television.
- Event controller. The system needed an event controller capable of handling hundreds of timed commands. In our simplest scheme, we would use 91 timed events per hour over our three channels.
- Audio. We did not want to use a local FM radio station as background for our alphanumeric displays. Our system had to be able to provide not only a pleasing background music service but also the capability of allowing us to interrupt the service for commercials on a channel-by-channel basis.
- Price. We had a capital budget of about $100,000 for purchasing our system, remodeling our operations area and getting on the air.

The Texscan/MSI system allows us to have 325 pages of RAM memory on-line plus another 5,000 pages on-line via a Winchester disk.

We use a Zgrass animated graphics computer for some advertising displays and a Laird Telemedia dual drum slide chain to store slides on videotape.

The newspapers' front-end system is linked with our character generator for classified advertising. Only a few additional keystrokes are needed to generate a cable ad from a newspaper classified sale.

We have full ¾-inch videotape editing facilities. Texscan offered a sequential video advertising insertion device and has developed for us a random-access video advertising insertion device to allow us to pre-program and automatically display 100 commercials.

Texscan also has improved its character display to a higher resolution than normally seen in cable character-generation equipment and is working on broadcast quality fonts for us.

The company's event controller normally provides 100 timed events, but it has been expanded to handle 858.

The equipment also individually controls the audio portion of programming on each of our three channels. We are using Seeburg Music's "Lifestyle" package, which is available by satellite, as our background music.

Texscan also is working on another aspect we considered important in our selection of an equipment vendor. Ad tracking and verification is almost unheard of in the cable business, but with our automated system we need a means to provide an advertiser with a computer printout of the times and channels on which his alphanumeric or video advertising appeared. Texscan has developed a system for video advertising and is working on one for alphanumeric.

Just as we were looking for quality equipment, Herald-Leader management also sought quality in the presentation of the news and information on our channels, and this required a healthy investment in manpower. TelePress has a full-time staff of six—a director, three cable editors, a clerk and an advertising sales coordinator.

Reed is director of TelePress.

Additional support is supplied by the newspapers' advertising, computer services, accounting and maintenance personnel.

Under its franchise agreement with the Lexington-Fayette county government, TeleCable Corp., the local cable company, was required to provide an Associated Press news channel, a horse-racing-results channel and a community bulletin board channel. Under its agreement with TeleCable, a Landmark Communications Inc. division, the Herald-Leader took over those channels and converted the AP channel to a full-service news channel, including local news; the Reuters Race wire channel to a full-service sports channel; and the community bulletin board channel to a combination bulletin board/classified-ad channel.

Although we have the Associated Press cable wire available, all copy other than the stock market report is generated locally. TelePress is staffed from 6:30 a.m. until 1 a.m. Monday through Thursday, from 6:30 a.m. to 2 a.m. Friday, from 10 a.m. until 2 a.m. Saturday and from 2 p.m. to 11 p.m. Sunday.

Our channels operate 24 hours a day on a set schedule.

One aspect of the schedule is aimed at viewers who generally watch commercial television. We have scheduled a three-minute "Newsbreak" or "Sportsbreak" for 58 and 30 minutes after the hour. That's when commercial television shows the last commercial of a program, goes into a station break, and has the opening credits and first commercial of the next program.

We also program our news on a 32/28 minute cycle. Following Newsbreak are national news, world news, the 100 most active stocks on the New York exchange, financial news (including gold, silver prices and the hourly Dow Jones averages), the 100 most active stocks on the American exchange, a selection of unusual stories in a segment called potpourri and local news. The segments repeat in the second 28 minutes of the cycle with the American Exchange stock list.

On weekends, the NYSE report is replaced by people in the news. The AMEX report is replaced by local movie reviews.

The sports channel operates on a similar schedule, alternating sports stories, scores and horse racing results.

Our classified ads also run at specific times. General announcement ads are shown at five minutes after the hour, automotive ads at 15 after the hour, real estate ads at 25 after the hour, employment ads at 35 after the hour, merchandise ads at 45 after the hour and professional services at 55 after the hour. Bulletin board items follow the classified ads and run until the next scheduled classification.

The importance of a schedule was reinforced by a recent AP survey conducted in 38 cities that found the number of people who would be likely to watch textual informational channels doubled if they had a schedule they could depend upon.

We reinforce our schedule with daily promotional ads in our newspapers' main news, sports and classified sections.

All of our channels feature a header telling the viewer which channel he or she is watching, a time and date line and a main body of news or advertising.

The news channel also features a crawl line that carries news bulletins, weather warnings and the area forecast. When we began our operation, the general feeling was that crawls were detracting, but research from our focus groups told us that crawls would be acceptable for these types of presentations as well as for stock market reports.

Later audience research found that 83 percent of cable viewers would be likely or very likely to watch a textual news channel for weather information. We began using the crawl for weather information when the cable system's weather channel's local forecast equipment failed. We have continued the crawl since that time.

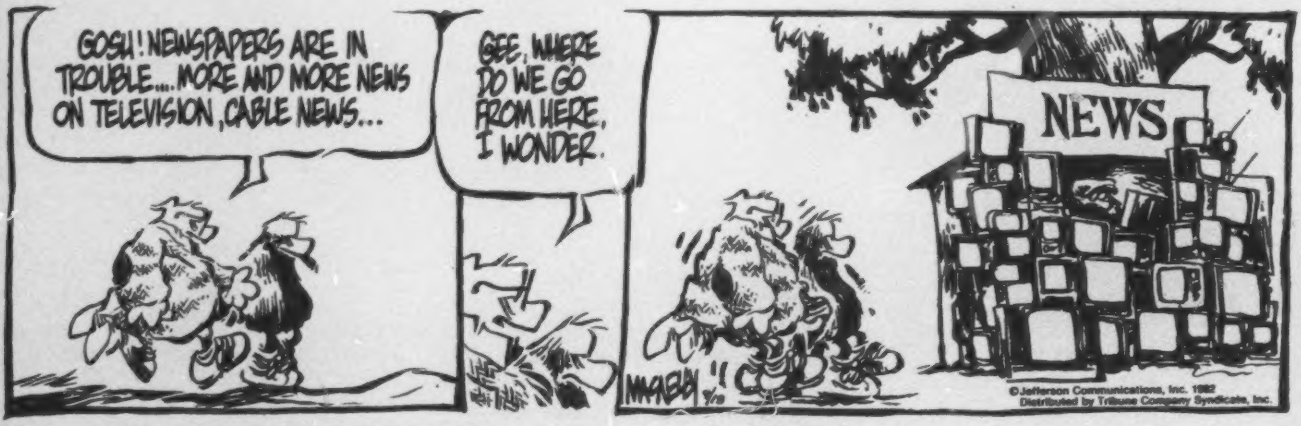
Our research, a major part of the TelePress operating budget, has told us many other things; among them, that Lexington's cable subscribers want to see local weather, local news, state news, cultural schedules, international news, national sports, local sports, race results and stock market information in that order.

The 434-interview research also shows that cable homes are more upscale and stable, and that has helped to attract advertisers.

Our research shows that 31 percent of Lexington's cable subscribers would be likely or very likely to watch grocery ads on cable, compared with 25 percent for automobile advertising and 24 percent for real estate advertising. ☐

'Shoe'

By Jeff MacNelly


GOSH! NEWSPAPERS ARE IN TROUBLE... MORE AND MORE NEWS ON TELEVISION, CABLE NEWS...
GEE, WHERE DO WE GO FROM HERE, I WONDER.
NEWS
MacNELLY
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Some newspaper companies join scramble for cellular radio

By Margaret Genovese
presstime staff writer

The new communications technology is nothing new at the Tribune Publishing Co. in Tacoma, Wash. The company, which publishes The Tacoma News Tribune, also owns radio stations, cable television systems, and mobile telephone and paging services.

Now company officials have found another new technology to wax enthusiastic about: cellular communications.

"It's possibly the next billion-dollar industry," says Senior Vice President James R. Bellamy. "We're excited about it."

Cellular communications systems will make "wireless" telephone service available to car phones and to portable phone units via the radio spectrum. On Oct. 21, the Federal Communications Commission granted the first construction permit for these systems.

At least three other newspaper companies in addition to Tribune Publishing are among those seeking permits to establish and operate the radiotelephone systems.

Cellular systems could mean a new way of communicating for newspapers' top management, reporters, photographers, circulation district managers, truck drivers, advertising salespeople and other personnel. But the principal reason for newspaper involvement at this point is to get in early as an entrepreneur on a new technology that could become a major factor in the burgeoning communications field.

The FCC is authorizing two cellular systems in each Standard Metropolitan Statistical Area. It has set aside 333 channels in each market for a system to be operated by a telephone company, what the FCC calls a "wireline" company, and another 333 for a system to be operated by a non-telephone company, a "nonwireline" [presstime, May 1981, p. 13].

Thus far, the commission has accepted applications for the 30 largest markets. Twelve of the 142 non-telephone company applications involve the four newspaper companies: Tribune Publishing; Affiliated Publications Inc., publisher of The Boston Globe; Field Enterprises Inc., publisher of the Chicago Sun-Times; and The Washington Post Co.

Cellular systems promise to meet the demand for high-quality mobile phone service that existing systems have not been able to satisfy.

How they work. Licensed since the late 1940s, conventional mobile phone systems use one powerful radio transmitter-receiver to cover an entire market. When one channel is in use for a call, that channel cannot be used anywhere else in the system.

Cellular systems, on the other hand, use smaller, low-power transmitter-receivers located in zones or "cells" of a market. The same channel can be used simultaneously by callers located in nearby cells.

When a call is made, it is connected to the local telephone network through one cell site. Then, as the caller travels through a system, the call is handed off from cell to cell by a computerized switching system.

The practical difference in the two systems is demonstrated in Chicago, site of one of two developmental cellular systems operating in the United States. (Systems also are operating in Japan and the four Scandinavian countries.)

Illinois Bell Telephone Co.'s conventional system in Chicago has only eight channels. This means only eight mobile phone conversations can take place at a time.

In the cellular system, however, all 2,000 experimental cellular units could be transmitting conversations simultaneously, according to Harry T. Spellman, division manager/marketing staff of Illinois Bell, which also operates the developmental system. The system's calling capacity, he says, is "almost unlimited."

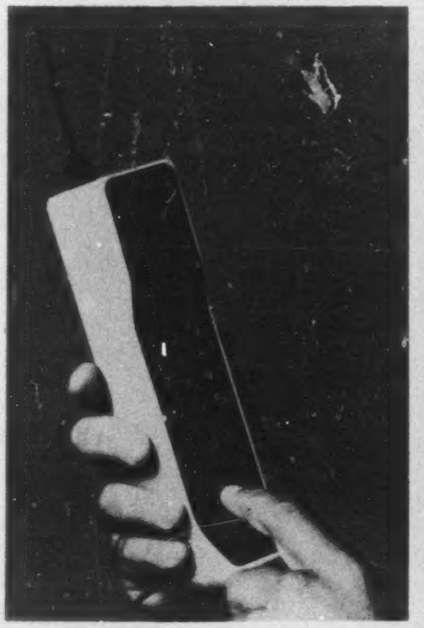
One of the cellular units in the Chicago experiment is located in the company car used by Charles T. Brumback, president and chief executive officer of the Chicago Tribune. The phone is used primarily in dispatching the car around the city. Brumback, who has used conventional mobile telephones, confirms that in the cellular system, channels are always available—"just like dialing your own phone." In the conventional system, he says, it was "sometimes impossible" to get a channel.

What they cost. But cellular radio is not going to be an inexpensive toy.

In the experimental Chicago system, customers are charged $45 or $60 per month rental for their mobile telephone, $25 per month for the first two hours of air time and 25 cents for every minute thereafter. And there is a $38-per-hour charge to install the phone in the vehicle, with such fees averaging between $175 and $180.

Chicago's conventional mobile telephone service costs $153 a month ($23 if you don't rent Bell equipment) plus 40 cents a minute for the first 200 minutes of air time and 75 cents per minute after that. Additional charges for "message units"—based on the location called and the duration of the call—may be added, too. Installation runs $506, plus a one-time line-connection charge of $156 if non-Bell equipment is used. There are different charges if "roamer" service, allowing the mobile telephone to be used outside the local area, is desired.

The first month's bill for cellular service, including installation and two hours of air time, would be about $245. This compares with about $707 in similar charges for conventional mobile telephone service. However, the cellular price is based on an



Motorola Dyna TAC portable radiotelephone

experimental tariff granted Bell in 1978 by the Illinois Commerce Commission, and prices have not been raised since. The price for conventional service is a 1982 marketplace price.

Researchers at Arthur D. Little Inc. of Boston say that the primary cellular market will be business users until costs come down dramatically.

Although newspapers are not mentioned specifically, the communications industry has been identified by Little as among the largest potential users of cellular. Others are construction, business services, professional and personal services, wholesaling, real estate, transportation and hotel and restaurant management.

Growth projections. Despite its relatively high cost, there is said to be a large, pent-up demand for mobile phone service. The FCC was told the waiting time for a mobile phone in some markets is years long. Because of this, cellular radio is expected to become a huge business within a decade. According to Cellular Radio News, a one-year-old publication spawned by the emerging technology, market studies indicate that cellular radio will be a $10-billion business serving more than 2.5-million customers by 1995. Many other industry observers are equally bullish.

There is some question, however, whether cellular systems will be viable outside major markets. John S. Bain, vice president-research for Lehman Brothers Kuhn Loeb Inc., a New York City investment banking firm, believes there will be no need for cellular systems in markets of less than 200,000 population. Markets of this size, he says, are adequately served by conventional mobile telephone technology. "What you might find is a radio telephone operator in a small community would want to have cellular compatible equipment," enabling the same car or portable phone to work in that conventional system and in a cellular system, too, says Bain.

Bain estimates that for a market of more than 500,000 population, the capital investment needed to establish a cellular system is $10 million to $20 million for the fixed plant. Basically, the plant includes the computerized switching equipment that connects the mobile calls to the local telephone system and the low-power radio transmitter-receivers. The time it will take to establish a positive cash flow "looks like something between four and seven years," says Bain. He estimates the pay-back period to be between seven and 12 years.

> ***"It's possibly the next billion-dollar industry. We're excited about it."***
>
> **James R. Bellamy**
> **Tribune Publishing Co.**
> **Tacoma, Wash.**

How to apply. The cost of applying for a cellular system license in a major market is about $200,000, says Alan A. Reiter, editor and publisher of Telocator, the magazine of an association of radio common carriers. The application, which calls for extensive engineering studies, financial analysis and demographic studies, is "one of the most extensive and expensive" ever required by the FCC for radio common carriers, Reiter reports.

The reasons, he says, are that cellular systems are "very complicated"; that the FCC intends to rely on written submissions to expedite the permit-granting procedure; and that because cellular is an entirely new service, the FCC needs more information on which to base its decisions.

In the top 30 markets, most of the non-telephone applicants for cellular licenses are radio common carriers. They currently have 52 percent of the conventional mobile telephone market, Reiter says. AT&T and the independent telephone companies have the balance.

Should newspapers get in? With so many radio common carriers as competitors for licenses and telephone companies as the ultimate competitors in each market, at least one newspaper company executive questions the involvement of his colleagues in this new field.

William L. Dunn, vice president and general manager of Dow Jones & Co. Inc., says the entry of newspaper companies into cellular "seems faddish," akin to their scramble for low-power TV licenses. "Is a newspaper best equipped to build the business or market it?" asks Dunn, a member of the ANPA Telecommunications Committee.

Indeed, technical experts say there is no natural affinity between newspapers and cellular radio, as they say there is between cellular and radio common carriers, or between cellular and broadcasters.

And in fact, all of the newspaper companies involved in the first flurry of cellular filings with the FCC have forged relationships with radio common carriers:

- Tribune Publishing Co. owns paging and mobile telephone systems in Tacoma and Bremerton, Wash., and is a partner with another radio common carrier in a paging and mobile system in Seattle.

Through its wholly owned subsidiary Tribune Communications Co., it is a partner in applications filed by Interstate Mobilephone Co. for cellular service in Portland, Ore., and Seattle.

Tribune Publishing Senior Vice President Bellamy says Interstate also will be filing applications in secondary markets in the two-state area.

(Deadline for applications in markets 31-60 is Nov. 8; for markets 61-90, Jan. 7, 1983; for all other areas, March 8, 1983. The deadline for the top 30 markets was June 7.)

- Affiliated Publications is involved through its 45-percent ownership of McCaw Communications Companies Inc., which operates conventional mobile phone systems in the states of Alaska and Washington.

McCaw has applied for licenses in Denver, Kansas City, San Francisco and San Jose, Calif. It also is a one-fifth participant in Interstate Mobilephone Co.'s applications in Portland and Seattle.

According to Edwin A. Hopper, vice president/general manager of McCaw Cellular Communications Inc., a McCaw subsidiary, the company intends to apply in smaller markets, also.

- The company with which Field Enterprises Inc. has agreed to form a joint venture, Paging Network Inc., owns radio common carriers providing paging and mobile telephone service in four states.

Through its subsidiary CELLNET, Paging Network has filed applications for cellular licenses in San Francisco and San Jose. Field has an option to obtain an interest in this subsidiary.

The Field/Paging Network joint venture company intends to file applications for cellular licenses in "numerous communities throughout the country."

- The Washington Post Co. has joined with radio common carriers in five of the six markets in which it is involved as a cellular applicant.

In Miami, it is in a partnership with four of the carriers.

In Baltimore and Washington, D.C., the company agreed to combine its applications, made through two Post cellular telecommunications subsidiaries, with those of American Radio-Telephone Service Inc. ARTS is the radio common carrier that operates in Baltimore-Washington what is the only developmental cellular system besides the one in Chicago. Two other applicants are in those two markets.

The Post Co. also has joined in the Interstate Mobilephone partnership vying for the Seattle and Portland licenses.

Only in Detroit has the Post not linked up with a radio common carrier.

According to Director of Corporate Communications Guyon Knight, the Post Co. is "actively looking at other markets."

Knight maintains that his company's broadcast expertise is transferable to cellular. And, he adds, "once you go beyond the technical aspect of cellular, which . . . is comfortably within the capability of our company, successful operation of a cellular business is going to depend on marketing expertise and knowledge of the community. We don't believe any business can match a newspaper—or TV station, for that matter—at understanding the needs of the community it serves or at having the marketing skills to reach the businesses and consumers in that community. . . .

"I would say that the entrepreneurial spirit that characterizes successful newspapers will more than hold its own against traditional common carriers in the cellular marketplace."

AT&T and friends. One strike against the non-telephone companies in the cellular sweepstakes is that the telephone companies apparently are going to be first to establish systems in most of the top markets. In fact, AT&T was issued the first permit to build a commercial cellular system in Chicago. The telephone company applicants for cellular systems have reached agreements so that there will be no competing telephone company applications before the FCC in any of the top markets. The U.S. Justice Department is investigating the agreements to see if they violate antitrust laws.

"They asked us some routine questions on 'Who talked with whom?' and 'What did you discuss?' and 'How did you arrive at the agreement?' . . . and we responded," says AT&T spokesman Pickard Wagner, who adds "there are absolutely no violations of any law involved."

Wagner says the telephone industry is doing what the FCC has urged all applicants for cellular service do: work out arrangements among themselves to avoid the commission's lengthy and costly comparative hearing procedures. And, he says, it was doing "what the industry has historically always done and that is to evolve a common position in order to bring new technology quickly, efficiently and cheaply to the public."

If the non-telephone applicants are interested in getting the service to the public as quickly as possible "instead of slugging it out in front of the FCC and spending a lot of money on lawyers instead of equipment," they could do the same thing, Wagner points out.

AT&T, which developed cellular technology at its Bell Telephone Laboratories, submitted its applications through a subsidiary, Advanced Mobile Telephone Service Inc.

AMTS was established in accordance with FCC requirements that AT&T conduct its cellular work through a separate subsidiary, says Wagner. However, under the AT&T-U.S. Justice Department consent decree [presstime, Sept. 1982, p. 10], that will change. Cellular service will be provided by the local Bell operating companies spun off from AT&T. AMTS, which will be a part of the new American Bell, will furnish cellular systems to anyone in the marketplace.

AT&T's interest in cellular can only be heightened by speculation in some quarters that this new technology eventually may compete with the local telephone company for phone service.

"You can find people who will say it will not be long before the cost of cellular will be in the ballpark of ordinary leased telephone service, others say, 'No it won't,'" says Charles L. Jackson, of the Washington, D.C., telecommunications consulting firm of Shooshan & Jackson Inc. Jackson sides with those who believe costs will come down and cellular will be a "strong competitor" for traditional telephone communication. ☐

Newspaper implications of LATA plan unclear

AT&T and its 22 local Bell operating companies Oct. 4 filed proposed boundaries for 161 new local telephone exchange areas as the first step toward divestiture under the new antitrust consent decree. It was not immediately clear how those 161 "Local Access and Transport Areas," or LATAs, would affect newspapers.

Under the consent decree, calls *within* LATAs will be handled by the Bell operating companies and calls *between* LATAs by AT&T or other long-distance carriers.

Because the agreement allows AT&T to engage in electronic publishing over lines other than its own, there has been some speculation that the larger the LATAs, the more incentive AT&T would have to do so [presstime, Oct. 1982, p. 26].

But ANPA Vice President/General Counsel W. Terry Maguire said it still is unknown how the boundaries would affect any AT&T activities or electronic publishing ventures of a newspaper publisher or other entrepreneurs.

Most important will be how local rates are set within the LATAs, Maguire explained. Unknown are such factors as whether and how distance-sensitive and time-sensitive charges will be levied. Those issues will be decided in proceedings by the Federal Communications Commission and state regulatory agencies.

AT&T and the operating companies filed their plan with U.S. District Court Judge Harold H. Greene of Washington, D.C. Greene's approval is required as part of his oversight duties in AT&T's divestiture of the 22 local operatives as outlined in the consent decree that became law in August.

The Justice Department, whose approval also is required, has done so tentatively. It said it would withhold final approval until reviewing intervenor comments in the proceeding.

ANPA, one intervenor, plans to file comments with Judge Greene this month emphasizing that the LATA boundaries should be reviewed carefully for their impact on future electronic publishing markets.

NIE programs buffeted by effects of recession

By Carmen C. Wrenn
presstime editorial assistant

The newspaper business's major effort to build a newspaper reading habit among young people—the Newspaper in Education program—is being hurt in some areas because of the economic crunch and the economy's effect on newspapers' and school departments' budgets.

NIE is weathering the storm—15 new programs this year are being started. But the program has suffered some storm damage—at least seven newspaper companies have laid off NIE specialists since 1981; others have taken less drastic steps to trim their NIE operations.

The number of papers cutting back on the program is the highest since the last recession in 1974, according to Vice President and Director/ANPA Foundation Judith D. Hines. And while the 15 programs added in this recession-plagued year is a sign of the strength of the NIE concept, it nevertheless is far fewer than those begun in recent years. For example, in the two-year period of 1980-81, the number of programs increased by 96.

Experts say that especially if a publisher's focus is on the short-range goal of increasing circulation, rather than the long-range goal of developing future generations of newspaper readers, the NIE program is likely to be one of the first areas a newspaper will curtail or eliminate when the economy sours.

To NIE's most ardent supporters, like Harold Schwartz, vice president and circulation director for The Milwaukee Journal and Sentinel, this is dismaying short-sightedness. Schwartz, who regards NIE as the top priority for the future of the newspaper industry, says there are three essential elements to a successful NIE program:

- Most importantly, a dedicated executive with a little clout who believes in NIE and who is willing to promote it. "If you don't have that person, then the whole thing collapses."
- An effective NIE coordinator
- Consistency. "You must keep the program on the front burner and not allow extraneous issues to stop its growth."

Programs cutting back. But in places like the Pacific Northwest where the recession has been especially harsh, the economy is more than an extraneous issue in the eyes of many publishers.

The Northwest is feeling the crunch more than most areas because of its heavy dependence on construction and timber sales, says Paul R. Conrad, executive director of Allied Daily Newspapers, a Tacoma, Wash.-based regional newspaper association. He says the schools are really being put through a financial ringer, and they do not have the budget to buy newspapers—even at the bargain rates common to NIE programs.

The largest daily in the Pacific Northwest, The Seattle Times, eliminated its 12-year-old NIE program last year. The Times' supplement service manager, Jack H. Gahan, says it proved very expensive, with the paper offering copies to schools at half-price, 11 cents apiece. And there were a lot of headaches, he adds, such as transportation and problems in communications with school administrators.

Next door in Tacoma, the News Tribune terminated the position of NIE coordinator last June. The newspaper is trying to carry on the program with promotion department staffers, but "we probably won't be reaching as many teachers as before," says Louise Lindeman, community services coordinator.

Across the state, the slot of NIE coordinator disappeared when the person in that job at The

Lighthouse P
MORNING JOURNAL
Up Up and Away

Spokesman-Review and Spokane Daily Chronicle was promoted. As in Tacoma, other employees of the Spokane papers are sharing the NIE responsibilities, according to Lin Morse, circulation promotion coordinator.

And at a smaller Washington state daily, The Columbian in Vancouver, the NIE coordinator left to take another position and was not replaced. "Our program had been growing rapidly until the budget cuts began catching up with us this year," says Gary Dixon, special services manager.

In another hard-hit region, the Midwest, The Journal Herald of Dayton, Ohio, this year let go its NIE coordinator of the past 10 years. Robert Brune, vice president of operations, says the program was no longer cost-effective. "It just came down to dollars and cents."

Even in the Sun Belt, there are spotty problems.

In Florida, the Palm Beach Post and Evening Times relegated its NIE coordinator's position to a part-time post and the Fort Myers News-Press laid off its NIE coordinator.

At the News-Press, Susan Bennett says responsibility for NIE was turned over to the promotion department. But Bennett, the director of public service and promotion, adds that the program's effectiveness has been hurt by the move. The number of teacher workshops has dropped off, and the News-Press is not producing new instructional materials for the schools.

"Newspapers need numbers and circulation, and publishers don't see instant success for their programs," explains Florida Department of Education NIE coordinator Tim Callahan.

However, he adds that because Florida has such a strong program, with more than one million newspapers distributed to schools each year, "We think we can weather any storm."

And Bennett of the Fort Myers daily reports, "We intend to hire another coordinator as soon as the economy turns around."

Programs doing well. Brighter assessments of the current situation come from places like Milwaukee, Tulsa, Okla., and Johnson City, Tenn.

At the Milwaukee papers, Vice President and Circulation Director Schwartz reports that despite belt-tightening, the NIE program is being left alone.

With 4,000 papers distributed each day to schools, he says their program, which is more than 20 years old, is solid and growing. "We're selling enough papers to generate more revenue—$80,000 a year—than we're spending on the program," he says.

Tulsa World and Tribune NIE Coordinator Barbara Dewell says that despite the economy, her program is growing because "my publisher never made me look at the program in terms of its being cost effective. We're lucky if we break even," she says.

"Instead of selling papers, we're selling a service," Dewell adds. "Any publisher who thinks that NIE is going to do great things for circulation is going to be disappointed," she says.

Dewell's counterpart at the Johnson City (Tenn.) Press-Chronicle, Lynn J. Richardson, also reports her program is doing well. She acknowledges that because of cuts in school budgets, teachers may order fewer classroom subscriptions—but then they share them with other faculty members. The result is that more teachers and students are being exposed to newspapers and NIE than ever before, with the number of students reading the Press-Chronicle through NIE more than three

Study links NIE, students' interest in current events

A new Newspaper Readership Project study, "Assessing the Impact of Newspaper in Education Programs," shows that continual use of the newspaper in the classroom increases students' interest in and knowledge of current events and improves their ability to use the newspaper effectively.

Designed to measure the impact of frequency and types of NIE programs, the study had a twofold purpose: to compare the effects of different practices and to develop a handbook to help newspapers evaluate their own programs through systematic research.

The study compared three groups of students in grades 5 through 12. One group used the newspaper all year; another used the paper for only two weeks; and the third did not use the newspaper as a classroom tool at all.

The study, conducted by newspapers in six cities during the 1980-81 school year, required that the three sets of students have similar backgrounds and abilities. These requirements were met in only two of the cities: Richmond, Va., and San Francisco. The other four case studies were inconclusive because of variations in newspaper uses and in the classes studied.

In the Richmond study, 413 inner-city fifth graders who used the newspaper throughout the school year showed markedly increased interest in news and public issues, compared to students who had little or no classroom exposure to newspapers. Testing also disclosed positive changes in students' political knowledge, ability to read the newspaper effectively and attitude toward newspaper reading.

In the San Francisco study of 379 high school juniors and seniors, more frequent classroom exposure to newspapers was accompanied by a positive change in their attitudes toward newspapers and newspaper reading.

For nearly half of the senior high school students, NIE was their major contact with reading a daily newspaper. The findings supported an earlier national study that indicated school usage not only reinforces newspaper readership for students who have access to a newspaper in the home, but it also compensates for the absence or irregular presence of a newspaper in the home.

In both cities, the new study showed that students who used the paper for only one or two weeks had less consistent improvement. Students who did not use the newspaper in the classroom at all had the least amount of change.

Copies of the report, written by Thelma Anderson of the Newspaper Advertising Bureau's Research Department, are available from NAB, 485 Lexington Ave., New York, N.Y. 10017, or from the ANPA Foundation at The Newspaper Center, Reston, Va. Cost is $4 plus postage.

The handbook, "Guidelines for NIE Research," which includes the questions used in the Readership Project study and suggestions for conducting similar ones, is available from NAB or the Foundation for $5.

times the number of copies being distributed in the classrooms.

Even in Washington state, some of the NIE news is good.

At the Everett Herald, Vice President of Marketing Larry L. Hanson says that paper's program has not been affected by the economy.

"I personally don't think you can measure the success of NIE on the number of newspapers sold," Hanson says. If that is the program's emphasis, it is going to be a little tougher to maintain, he says. "Our philosophy is a little longer term view. We put our emphasis on the educational value," he adds.

Washington state's NIE program coordinator, Frank D. Ducceschi, says while most publishers may believe that "cutting back the NIE program won't hurt us now," they realize that anything so drastic as eliminating the program will affect future readership.

Publishers' commitments. Ducceschi, publisher and editor of The Daily News in Port Angeles, and virtually all other people close to the NIE program say that for the concept to flourish, it takes more than lip service from publishers.

Midge Longley, The New York Times' director of public affairs, says "it's a rare publisher who has been willing to put his money where his mouth is" when it comes to NIE.

Longley speaks as a veteran of 30 years at the paper that in the 1930s pioneered the concept of using newspapers as a teaching tool [presstime, Oct. 1979, p. 31]. And she is another who fears some publishers view NIE narrowly as a means of increasing circulation.

"I believe they are more interested in a six-month ABC statistic than having readers six years from now," she says.

Longley believes the only way newspapers will be a significant factor in education is for publishers to budget the program just as other areas of the newspaper are budgeted. "They do not approach the education market with the same sense of commitment," she says.

John H. Haefner, educational consultant for ANPA Foundation, which promotes NIE nationally, says the problem is that "not all publishers understand NIE programs. They don't understand the educational process because it's so different from the newspaper business. . . .

> ***"This is a time to invest in the future, and that's what NIE is all about."***
>
> **Robert Orkand**
> **The Centre Daily Times**
> **State College, Pa.**

"I see people running programs who have no idea of education on a long-term basis. They just want instant numbers," says the retired professor of social studies education at the University of Iowa.

The New York Times' Longley says if publishers could have proof through scientific research that NIE does promote future readers, it would convince them to make the financial commitment.

Edward F. DeRoche, dean of the School of Education at the University of San Diego, who has done extensive research on the program, agrees. He questions whether newspaper executives value NIE as much as they say they do. "If NIE was really something publishers felt was crucial to American education, we would have the program in many more papers than we do," DeRoche notes.

In a 1981 survey conducted by ANPA Foundation and the International Newspaper Promotion Association, 567 daily newspapers in the United States reported having NIE programs, up from 471 in 1979 [presstime, Sept. 1981, p. 20].

Research. As for the matter of research, it has concentrated on the academic performance of students exposed to NIE contrasted with those who have not been. There's been very little on whether NIE helps instill the newspaper reading habit in young people.

A 1977 survey conducted by the Newspaper Advertising Bureau, the first national study on this subject, provided evidence that school use, especially by those who had no newspaper at home, fostered adult newspaper reading.

Gerald C. Stone, chairman of the Journalism Department at Memphis State University and editor of the Newspaper Research Journal, did a more recent, localized study on the effects of NIE on future readership. He says that he cannot make a convincing argument either way—that it does or doesn't increase future readership.

Stone says his research shows that the "whole program is not taking youngsters and creating massive groups of readers where previously there wouldn't have been." Instead, he says, "It seems to have an effect on people who probably would have read anyway and solidifying that tendency, promoting it a little."

He admits it is a hard thing to research. "We can find an association, but that doesn't necessarily mean a cause and effect."

But NAB's Executive Vice President and General Manager Leo Bogart claims the bureau's research is evidence enough to demonstrate the value of NIE in producing future newspaper readers. "We found that people who have been exposed to a newspaper in school while children are more likely to be newspaper readers and subscribers as adults." Although he admits, "We'll never have absolute proof," he says that one has to "make a judgment on the best available evidence."

NIE's future. Despite the recession-induced setbacks in some locations, Stone and Bogart are among many who believe NIE's future is bright.

Linda B. Skover, ANPA Foundation manager/education services, observes that "NIE programs have grown tremendously in the last five to 10 years. We have seen an increased awareness among the newspapers—small, medium and large circulation—of the importance and necessity of reaching the youth market through NIE.

"Reports from the field also show an exposure to more students and teachers than in the past," she adds. "The caliber of the programs that have existed for a while and the new programs are much higher and more thought out than they were five years ago."

And Robert Orkand, president and publisher of one of the newest NIE participants, The Centre Daily Times in State College, Pa., says, "This is a time to invest in the future, and that's what NIE is all about. We have a generation of children weaned on electronic journalism who have developed lazy habits, and we need to be more concerned about the gradual demise of the newspaper reading habit. My personal feeling . . . is that now is the time to commit to NIE, and that's what we've been doing." ☐

3-year look sees newspapers still the dominant ad medium

By Craig C. Standen

At the Newspaper Advertising Bureau's annual board of directors meeting in October, we began with a look at the "external environment" for newspapers in the next three years—the trends, forces and factors beyond our control that play such an important part in our overall planning process. I'd like to share this view.

We looked beyond the current severe economic recession. Although no one can predict the exact course the recession will take in the near future, we expect the economy will show real but modest growth beginning in 1983. Within that economy, here are some of the basic long-term trends we expect to see.

- ***Population.*** The population will continue current trends: people growing older, forming smaller family units, moving to the Sun Belt and other "amenity" regions, and defecting from cities to the suburbs.
- ***Industry.*** Established industries will grow slowly, while the new, high-technology, energy-related and knowledge-based segments will expand rapidly.

The production of services will continue to outpace the growth of goods. Many of the fastest-growing service companies will be managed by broadcast-oriented executives. This indicates that newspapers must position themselves to serve as the medium to promote services as well as merchandise, as we have done successfully in the past with such service industries as airlines, hotels, entertainment and, most recently, financial services.

- ***Retailing.*** Many of the largest retailers are now parts of conglomerates. Specialty stores are making important inroads into department stores' traditional territory, while department store companies are protecting their flanks by acquiring specialty stores.

As the shift to suburbia continues, shopping centers will maintain and probably strengthen their position as the one-stop place to shop. Nearly one-half of all U.S. retail sales will be suburban by 1990.

Non-traditional forms of retailing, such as flea markets and factory outlets, will also grow in numbers. They also will grow in their use of newspaper advertising, if aggressively sold.

Direct marketing presents a different opportunity. Direct marketers don't have to be sold on advertising. In fact, their advertising—estimated at $20 billion in 1980—is the fastest-growing segment on the U.S. advertising scene. Direct marketing crosses traditional media lines, so the challenge for newspapers is to develop new vehicles that will enable advertisers to reach their marketing prospects.

- ***Management.*** There are indications of significant changes in management direction of *all* types of companies. Corporate goals now appear to be shifting from concentrating on short-term results to longer-term growth. Advertising consistency and cumulative impact are important, and the newspaper medium as a continuing environment for news and advertising should be our message.
- ***Media Fragmentation.*** This concerns *all* advertisers, although it is expected to affect broadcast advertisers most of all during the next five years. Newspapers have the opportunity to reestablish themselves as the medium with the greatest reach. Considering the cost of network TV spots and the coming audience fragmentation, newspapers may emerge as the affordable mass medium.
- ***Advertising.*** Total advertising expenditures will continue to grow. Looking ahead three years, we project total advertising will reach $92 billion in 1985, and newspapers should capture $26.8 billion of that total. Newspapers continue to be the dominant medium—but forceful and aggressive pressure from all forms of competition is increasing.

Many claims will be made, and many advertisers will experiment with new forms of sight, sound and motion. This experimentation also can shift advertising dollars away from the dominant medium in a market—often the newspaper.

Shared mail and alternative delivery systems threaten newspaper advertising revenues, but they also represent opportunity. Our opportunities will increase as we increase our ability to offer nonsubscriber coverage to complement our paid circulation.

As advertisers and agencies grow through merger and acquisition, strategic advertising decisions will continue to be made at fewer places, higher in the organization. Individual newspapers cannot always reach these people and places, indicating an increasing role for the bureau. Concurrently, reduced inflation and profit-margin pressures will bring increased focus on media rates and costs from national and some local advertisers.

- ***The consumer.*** Finally, consumer attitudes and goals will continue to evolve, particularly in response to economic conditions. The working woman is here to stay. Real household income will grow. More of the population will be well-educated. Goals, lifestyles and attitudes will change, requiring both advertisers and the media to evolve and respond.

Standen, president of the Newspaper Advertising Bureau, is a regular contributor to presstime.

NAB assesses Woolco shutdown

F.W. Woolworth Co.'s decision to close its 336 U.S. Woolco stores will remove a major retail advertiser from many newspaper markets, but past experience shows that many of those stores will be purchased, refurbished and reopened by new, more aggressive retailers, according to the Newspaper Advertising Bureau.

In a letter sent to newspaper members with Woolco stores in their markets, James H. Hollis, vice president-mass merchandising of NAB, noted that Woolworth always has been "up front" about its discount chain's problems. Since its founding in the 1960s, Woolco has been unprofitable.

The stores will shut down in early 1983, during the quarter of the year that traditionally is slowest for both sales and advertising. Hollis said that if store purchasers are found quickly, and if the national economy rebounds, the effect of the Woolco shutdown on newspapers will be minimized.

A spokeswoman for Woolco said in late October that any discussion of possible buyers would be "speculative."

Robert J. Coen

His predictions report the advertising climate

By Elise Burroughs
presstime staff writer

When Robert J. Coen graduated from Columbia University with an M.A. in mathematics in 1948, he expected to find a job in industry in the sober field of applied economics.

But instead of entering the workaday world of industry, he joined McCann-Erickson, a New York City advertising agency, which was looking for someone with a background in mathematics and in economics—his undergraduate major.

Thirty-four years later, as senior vice president and director of information service with McCann-Erickson U.S.A., Coen is known by many in the advertising community as "the guru" whose annual predictions on advertising spending in the media are quoted by virtually everyone in the business.

Coen says that title "would be really scary except that, being in advertising, I know that people use labels and words without being terribly intense about what they really mean."

A veteran of World War II who served three years as a naval radio operator in the Pacific, Coen hardly fits the stereotype of a flashy, hard-driving ad agency executive. Leo Bogart, executive vice president of the Newspaper Advertising Bureau, describes Coen as a man with "a dry sense of humor and a low-key way of expressing himself." Bogart and Charles M. Kinsolving Jr., NAB's vice president marketing/new technology, are themselves alumni of McCann-Erickson's media research department. In fact, in the early 1950s, Bogart was Coen's boss at the agency.

At that time, television was taking off as an advertising medium, network radio seemed to be a dying species, and "the whole advertising and consumer marketing area was exploding," Coen recalls. McCann-Erickson had been involved in research into the relationship between advertising and the economy since the 1930s, when the widow of one of the agency's founders authorized a grant to Harvard University to study that subject. The agency cooperated in that research.

By 1948, the business community was focusing on the relatively new field of econometrics—the use of mathematical and statistical methods in economics to develop and verify economic theories. At McCann-Erickson, Coen explains, it was thought that a mathematician might help the research department use this new science to bring order out of the growing media chaos, and to find the answer to advertising's perennial big question: "What's the return on the investment?"

Despite more than three decades of study, the answer still eludes researchers, although, Coen says, "We can get better judgment decisions than we did in the past."

Media research in those early days was a kaleidoscope of diverse projects, including predictions on the future of television. Most estimates of growth proved to be conservative, Coen notes, as people bought TV sets "just about as quick as the manufacturers could produce them."

Robert J. Coen

Another project was identifying communications voids that new media products might fill, a study that helped stimulate the founding of Psychology Today magazine.

And in pursuit of ways to predict how effective certain advertising buys might be, the company came up with what Coen calls "one of the first computerized media planning systems." It was called MIDAS, for Media Investment Decision Analysis System.

MIDAS included a simulated population of consumers with assigned probabilities of their exposure to different media. Advertising planners could test different schedules of advertising campaigns, and the computer could predict which consumers would be exposed to each effort. MIDAS gradually lost its touch, however. "The media got more complex, and the interactions became more complicated," Coen explains. The cost of constantly updating the simulated population became prohibitive.

These days, much of McCann-Erickson's research is aimed at determining how much demand there will be for advertising itself. Coen compares such information-gathering to a brokerage firm's "looking for market conditions for its clients."

Relying on economic indicators isn't enough. In fact, while advertising and the economy are related, they are not necessarily synchronized. Advertising "can behave in a way that seems to be totally contradictory to the economy," Coen observes.

Other advertising agencies, faced with such paradoxes, have delved deeply into economic research from time to time over the years, but none has ever rivaled the commitment of McCann-Erickson, according to Coen.

His long tenure is unusual for a top-flight advertising executive, for whom offers to move elsewhere are common. But McCann-Erickson has countered such offers to Coen, and he has stayed put.

Now 59, Coen says he has little desire to retire. As new electronic media make the advertising picture even cloudier than before, his interest in penetrating the thunderheads is heightened.

Beyond his annual projections—which he makes at the beginning of each year and which so many media people await with high interest—Coen makes no predictions on how advertising will be distributed among media in the longer-range future. But he does offer this hint: The key to media advertising shares lies in what happens to media audiences. "All the media will have to be alert to the needs of their consumers."

When he is not telling the advertising fortunes of the media, Coen roots for the New York Yankees, plays golf, travels, and watches sports events on televison. A native of New Jersey, he has lived for most of his life in West Orange, where he and his wife, Wanda, have raised two sons and a daughter. ☐

Newspapers can learn from current recession

By Christine D. Urban

It occurs to me that some good has come of the 1981-82 recession. It has highlighted and brought home three essential facts to many newspapers across the U.S., facts that will make a fundamental difference in the future profitability of newspapering.

Fact No. 1: The Need to Know The Customers' Business

The recession has proven that a newspaper's success depends on the success of its major customers: the retailers. There's a clear symbiotic relationship between the profitability of newspapers and that of their customer base.

Christine D. Urban

The major effect of high interest rates and the subsequent economic downturn has been to squeeze margins of retailers—especially those that compete with the growing discounters or "off price" merchants—and thus intensify the retailer's natural desire to decrease inventories, increase pass-through of goods and impose more stringent cost controls.

The realization of intense competition for profitability, even survival, compels retailers to adapt more stringent definitions of cost effectiveness and market efficiency in all of their operating areas, including advertising and promotion. Those that can adapt will probably be highly dichotomous: on one hand, large, centralized buying and lending groups controlling the lion's share of the retail market; on the other, very small, localized, single-unit merchants. Those retailers that cannot, or will not, adapt to these new realities can easily lose their franchises or their businesses.

Unfortunately, it would seem likely that the "middle tier" of retailers—those that have neither unique market franchises nor economies of scale as points of leverage—will virtually disappear.

It is true that as the country comes out of the recession, the retail business will improve. The change will be slow, as the impact of lower interest rates and economic recovery moves through the chain of demand from manufacturers of retail goods, through wholesalers, through retailers, eventually benefiting the newspaper in "loosened" advertising budgets. Neither economic recovery nor natural market growth in households, however, will completely erase the negative effects of the recession.

Retailing and newspapering will never be as they were in the late 1970s, but both businesses will come out of the recession leaner and smarter than they went into it. Both newspapers and their customers will be fed by the increase in dollars that will be gradually pumped back into the system, and with careful management much of that growth can move down to the bottom line.

The key lesson from this recent history is that the symbiotic relationship swings both ways. Of course, newspapers benefit from retail growth and expansion in their markets, and they suffer when it declines.

The last few years, however, have shown that retailers can effectively "pass on" their margin squeeze to newspapers.

Because the two businesses are so interdependent, it is imperative for newspapers to know their customers' business much more deeply. Newspapers need to have not just understanding but forecasting ability: to predict the probable shakeouts in retail markets, to estimate the sales impact of interest rate fluctuations on the customer's revenues, and to use this knowledge as the basis for revenue planning and budgeting.

Fact No. 2: The Need to Change Measures of Success

Recent speeches by several major retailing executives suggest the outlook for ROP newspaper advertising in the next few years is not favorable. Sears, for instance, moved a large percentage of its newspaper budget from ROP to preprinted inserts a few years ago. The company is now turning to selective mailing and alternative delivery systems for the distribution of those preprints. Many retailers are following Sears' example, and this is a real and immediate threat to many newspapers' advertising revenues.

The prospect of "losing" a major account's preprints to marriage mail or another distribution competitor, however, is really only the earthquake's aftershock. The primary danger was the initial shift of Sears' ad budget from newspaper ROP into preprints.

It is true that as the country comes out of the recession, the retail business will improve. . . . Neither economic recovery nor natural market growth in households, however, will completely erase the negative effects of the recession.

Why should it make any difference that a retailer buys preprints rather than ROP so long as the account's revenues stay within the newspaper? The major reason lies within the basic cost/revenue relationship upon which the operation relies.

The switch from ROP into preprints means that the newspaper's traditional measure of advertising—retail ad linage—is increasingly less useful as a measure of advertising growth. Even if preprint pages are translated into analogous line or inch measures and added to ROP, retail linage figures can no longer adequately reflect the newspaper's competitive position, because of the disparity in the per-unit cost of a page of ROP versus a preprint page of equal size. Also, while year-over-year or period-over-period increases in ad linage are still assumed to represent a desirable situation, there no longer can be any expectation that the incremental increase in linage automatically represents profitable growth.

Our recent studies have found some correlation between

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linage growth and *retail sales* in a market, but we've found no direct relationship between *linage growth* and *retail-ad-revenue increases* (when the effect of simple inflation is removed), or between *linage growth* and *profit*.

In years when preprints were a relatively insignificant portion of the advertising revenue mix, we did find cause-and-effect relationships and could reasonably assume that growth in linage portended growth in ad revenues and bottom-line profitability. Linage, therefore, was a reasonable and convenient way to establish newshole ratios, to reward the sales staff, to measure growth and success, and to integrate the budgeting process.

The biggest impact on the newspaper business came from the initial shift from ROP into preprints, because that shift of advertising behavior and revenue dollars was the first step in the devaluation of our measures of success.

It seems clear that preprints are here to stay, and thus that it's time to begin the careful and laborious redefinition of our measures of success from volume-oriented ones—of linage—to revenue-oriented ones—of dollars. A dollar-based accounting and budgeting system (where, for instance, the ad staff is rewarded on increasing the newspaper's percentage share of an advertiser's budget, or where newshole is allocated based on earnings rather than ratios) would seem to be the natural evolutionary step for a newspaper dealing with the new advertising environment.

Fact No. 3: The Need to Reexamine Pricing Policy

The biggest threat that the movement of ROP into preprints poses to the newspaper business is the increasing tendency for newspaper pricing strategies to tend toward "commodity pricing."

Newspapers have "trained" retailers to expect price increases that are justified by circulation gains or inflation. This has provided many newspapers with increased revenues but on a constant-dollar basis, with little or no real increase in profitability.

While ROP rates were increasing, newspapers tended to peg preprint rates to the bottom of the pricing range to compete effectively with the post office, with marriage mailers or with others. In addition, newspapers offered total-market-coverage programs to "fill in" worrisome gaps in penetration that showed badly versus the mailers' or free-distribution papers' numbers.

Admittedly, the variable costs of inserting (or even printing and inserting) non-ROP ads into the newspaper are relatively low. But as a greater share of total ad revenues and major customers' budgets are going to preprints, more and more of the newspaper's revenue stream is tied to these low-cost/low-margin dollars: pricing just above variable costs.

Newspapers compete today in an arena that has low barriers to entry, and where the two major competitors are a government-subsidized operation and a set of businesses that do not normally carry the heavy fixed-cost burden of professional management, organized labor, or of the collection, editing and printing of extensive editorial content. Newspapers can lose revenues and—more importantly for the long term—profits, by being forced to compete for more and more dollars on the competitor's terms.

Newspaper managers should start regaining control of the pricing of their products and services in order to support the newspaper's operation. Otherwise, they'll have to forecast unacceptably low profit margins both for the newspaper's owners and for the paper's ability to continue to provide good journalism.

Pricing strategy should reflect both the cost of doing business and the market value of the product. When prices for the newspaper or whatever TMC program it offers in addition are compared dollar for dollar against the alternative delivery system's or the post office's, it is clearly a type of commodity competition. It is the business of *distributing* inserts the cheapest, most efficient way.

If there's no incremental value to the preprints' being *in* a newspaper (which we signal when there's no added cost for the value of the newspaper environment), then the newspaper is only an expensive wrapper.

Newspapers traditionally have been "value added" businesses: adding value to the events of the day by carefully editing and presenting them, and adding value to the retailer's message by presenting it in an environment designed inherently to draw attention and interest.

Commodity pricing, then—where there is no "value added" above and beyond the simple function of the service—is a fundamental threat to the newspaper business for three reasons.

- It violates the basic link between the newspaper's journalistic mission and its ability to support those costs.
- It withers the newspaper's ability to preserve margin of profitability by determining the value of advertising space in the marketplace.
- It is an exhausting way to do business. There is a consistent fear that someone else can undercut the operation and offer the service faster, bigger or cheaper than the newspaper. Both financially and psychologically, newspapers can ill afford this consistent pressure on their main source of revenue. Under commodity pricing, there's no reward for doing a better job, and there's no security in a franchise because none can be built.

The biggest impact on the newspaper business came from the initial shift from ROP into preprints, because that shift of advertising behavior and revenue dollars was the first step in the devaluation of our measures of success.

To escape this, newspapers must not let ROP and preprint rates drift inexorably apart. The whole portfolio of offerings to advertisers must be organized on a clear basis. It must be based on a clear knowledge of the retail structure in the marketplace, the retailer's price sensitivity and future business conditions.

Finally, it's important for newspapers to recognize the inherent size and power of their business. Obviously, they should sell the relative effectiveness of newspaper advertising over other media, and, I would think, of newspaper ROP advertising over preprints.

Newspapers also should make it difficult for competitors to establish themselves on the scene. Notice that competitive pricing and distribution for preprints are often quoted to be the "lowest cost per thousand" available. This is not the lowest CPM *possible* but the lowest CPM *available*. Efforts to protect the present market franchise must be responsive to such facts in order to ensure continued fair valuation of newspaper advertising. □

Opinion pages are leaving the land of the bland

By C. David Rambo
presstime staff writer

Opinion pages, long an important link in the evolution of America's newspapers, are undergoing change again. This time, the effort is to inject some more impact and bite at the cost of blandness.

America's earliest newspapers were founded as vehicles of truth to counteract "lies" from England, and they contained little if any opinion. Then, as political leaders discovered the power of the press, many newspapers began offering opinion almost exclusively.

Ever since, there has been a refinement in which news and editorials are kept separate and distinct. But that process, while commendable in many ways, tended to create a climate in which bland, ineffectual editorial pages developed.

Now editors at an increasing number of newspapers are trying to upgrade their editorial and op-ed pages. Those papers are publishing not only better-researched opinion pieces and offering greater diversity of views, they also are exploring campaign issues in greater detail and, more frequently than in the recent past, endorsing candidates.

It is all part of an attempt to sweeten what news researchers Maxwell E. McCombs and Elsa Mohn call "the intellectual dessert of the daily newspaper."

There is more innovation. Special reports, better and more effective use of art, eye-catching layout and more prominent display of letters are brightening pages that in the past were somber and gray.

There also are more op-ed pages—opinion pages opposite the editorial page offering columns and commentaries—continuing a trend of the past 20 years.

But there also is a down side for editorial pages because of recent developments in the newspaper business. Chief among them, this: As newspapers die, so do editorial voices.

Another down side is that despite the innovations at many papers, there remains a "lack of originality" to a large number of editorial pages, says Gil Cranberg, who in late September ended a 32-year editorial-page career at the Des Moines (Iowa) Register & Tribune—itself the victim of loss of an editorial voice through recent termination of the evening Tribune. Cranberg, now George Gallup professor of journalism at the University of Iowa, says, "There is a sameness to (the opinion pages of) many, many newspapers."

John Seigenthaler, publisher of The Tennessean of Nashville and editorial director of USA TODAY, reflects similar sentiments. In reviewing editorial pages across the country for formulation of a USA TODAY editorial-page format, Seigenthaler found many to be "dull, sometimes downright boring. Too often we present three, four, five editorials, many of which equivocate, some of which are terribly difficult to wade through," he says.

Speaking Oct. 1 as part of a panel of "trailblazers and trendsetters" at United Press International's EDICON (see story, p. 44), he said that quite often editorials "stand for nothing. A head that read 'On the Other Hand' would accommodate many if not most of them," because they're so wishy-washy.

Incentives to do better. If newspapers are looking for reasons to upgrade their editorial and op-ed pages, they can find them in the numerous studies showing a lot of reader interest in such pages.

At Syracuse University, Director McCombs and assistant Mohn of the ANPA News Research Center collated 60 different surveys on editorial pages. Their compilation indicates that more than one-third of the newspaper's audience are regular readers of editorial and op-ed pages, and nearly three-fourths of the audience "usually" read them.

Thus the opinion pages rank "in the middle" of readership of all daily newspaper content—on a par with sports and entertainment news, ahead of lifestyle, food and business pages, but behind national and international news, state and local news and the Sunday magazine.

The research found that the strongest motivation for reading editorial and opinion pages is "to feel I am participating in current events."

Aubrey Bowie, editorial page editor of The Greenville (S.C.) News, puts it a little differently: "The complexity of life makes readers look for some place they can find a little bit of understanding. Editorial pages play a big part in that."

Increasingly in newspaper editorial-page offices, a desire to help the reader sort out the complexities of life is trans-

The Middletown Times Herald-Record

New York gubernatorial candidate Edward I. Koch (left center) meets with the editorial board of The Middletown (N.Y.) Times Herald-Record. Koch lost in the primaries.

lated into editorial endorsements of political candidates. This means that perhaps more than ever, politicos are finding their obligatory visit to the local newspaper not just a "photo opportunity" but also a time to sit down with the editorial board, typically consisting of the editor, editorial page editor, editorial writers and publisher.

The board attempts to learn where the candidate stands on the issues—and the responses can go a long way toward deciding whom the newspaper endorses—and why. (See story, page 30.)

Telling why. For discriminating readers today, the "why" is just as important as the "who."

The Telegraph Herald of Dubuque, Iowa, sought to fulfill this obligation in a unique way prior to the November 1981 city council election. It devised a system of ranking the 14 candidates on a scale of 0 to 100. The ranking took into consideration leadership and management abilities, views on electronic development, time available to serve and other factors. Information was culled from personal interviews.

"We're doing the research for the voters," explains Executive Editor Stephen M. Kent.

Until last year, the Telegraph Herald did not do much in the way of local election endorsements. Its 94-percent city penetration rate—among the highest in the country—made the paper sensitive to any perception of "telling people how to vote."

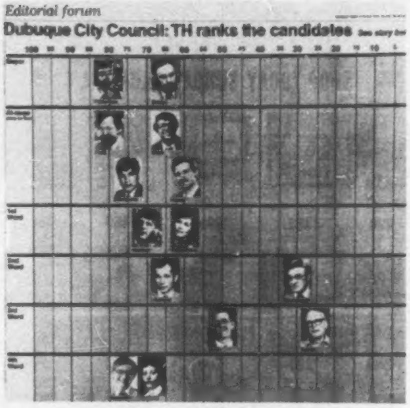
But reader reaction to last year's project was positive, Kent reports, and the newspaper plans to expand the rating system to other elections. "People seem to think that the paper is carrying out a responsibility that seemed to be lacking," he says.

A much larger daily, Newsday of Long Island, N.Y., has gone full circle on the question of whether to endorse.

In 1972, it stopped making endorsements because of concerns that some people might believe news columns also were favoring the endorsees, says Publisher and Chief Executive Officer David Laventhol.

The newspaper also believed that in elections for high office, particularly, "people had adequate information to make up their minds without us." And in the local races, there were too many candidates to interview.

But in 1981, Newsday resumed making endorsements on a limited basis. And for this year's Nov. 2 elections, the paper in late October named its choices in New York's gubernatorial contest and in some congressional and state legislative races. "We're taking it on a case-by-case basis now," Laventhol says.



Telegraph Herald of Dubuque, Iowa, ranked candidates in the 1981 city council election this way.

We get letters. Another hot topic among editorial page editors is how to treat letters to the editor.

Although it might deflate the egos of some editorial writers, the McCombs and Mohn compilation showed readers' letters, as well as political cartoons, to be the best read items on the opinion pages. Moreover, readers seem to be writing more letters these days, and newspapers are devoting additional space to letters as part of their efforts to enhance dialogue with readers.

George F. Neavoll, editorial pages editor of The Wichita (Kan.) Eagle-Beacon, says his newspaper has received "at least three times as many" letters within the past five years. He attributes that partly to improved treatment of letters through devotion of more space and good headlines. "People will respond to that. They will try their hand (at writing) when something comes up that interests them," he reports.

Allan S. Church, editorial page editor of the Record-Journal of Meriden, Conn., links the rise in "consumerism" to the increasing flow of letters. "I think people want to get their two cents in," he says.

The Akron (Ohio) Beacon Journal devotes every Wednesday's editorial page solely to letters. It also runs pictures of writers of the better letters, says associate editor David B. Cooper.

Many editors say the volume of letters increases when they run a box or column explaining the purpose of letters and ground rules for their use.

To improve communications with readers, some newspapers also have begun publishing explanations of the internal workings of the editorial page and of the newspaper in general. Every Dec. 31, Van A. Cavett, editorial page editor of The Louisville (Ky.) Times, runs what he calls a "report to readers." In it, he explains rules for letters, "how the editorial page differs from op-ed pages," and other matters.

"I can't tell you the number of times I've had somebody call up here and say, 'You know that editorial this morning? It was all wrong.' What they were talking about was a story on page one," not an editorial, Cavett reports.

He adds, however, that readers' confusion is understandable. Cavett believes the rise in investigative reporting and in articles labeled "news analysis" has blurred differences between straight news columns and the editorial page.

Trying something new. Reader discussion is spurred by yet another device employed by the Fairborn (Ohio) Daily Herald. About seven months ago, it introduced an experimental column called "Voiced Views" in which readers anonymously call in views on a selected topic. The opinions are transcribed and run on Friday.

Editor Bernard J. Hilbrink, who reports relatively good response to the project, stresses that Voiced Views is not meant to be a poll. "It just shows some views on a subject," he says.

Another editorial page experiment proved successful by the Akron Beacon Journal.

In August 1981, it carried a 22-part series of articles, editorials and photographs on local care for the mentally retarded. The stories were written by an editorial writer, and the bulk of them ran on the opinion pages. Some segments were displayed in double-truck fashion across the editorial and op-ed pages.

Associate Editor Cooper says the project led to editorial endorsement of a tax increase to benefit mental health services. Voters agreed, and the tax ultimately was implemented.

The series' heavy use of photography

reflects an effort by the Beacon Journal to let photographers as well as writers make a statement on the opinion pages. On a continuing basis, the paper periodically runs on its op-ed page a feature called "This place, these people," showcasing special pictures made by staff photographers.

Still another innovation for lively and useful opinion pages is being tried by USA TODAY. Since its launch Sept. 15 [presstime, Oct. 1982, p. 60], the national newspaper devotes each day's editorial page to one topic, with one editorial and guest columns, at least one of which offers contrasting viewpoints. In addition, there is a compilation of comments on the subject from other newspapers, and a "person-on-the-street"-type column in which seven people offer their views on the day's theme.

"The opportunities for satire, for historical perspective, for personal experience are limitless," says Editorial Director Seigenthaler.

Some concerns. Some editors have expressed concern, however, that such examples of editorial enterprise soon wane.

"My greatest fear is that the wave of mergers of a.m.'s and p.m.'s is going to dilute editorial pages," says Ann L. Merriman, associate editor of the editorial page of The Richmond News Leader, an evening paper whose editorial-page and news staffs are separate from those of its sister a.m. newspaper, the Richmond Times-Dispatch.

In one type of merger involving a.m./p.m. combination dailies, separate editorial staffs survive—one serving the morning paper and one the evening paper—while the news staffs are combined.

However, more commonly, a merger means publishing an "all-day" paper with one editorial page for all editions, or the elimination of the afternoon paper.

In Minneapolis, for example, the evening Minneapolis Star ceased publication last April, merging the morning Tribune into The Minneapolis Star and Tribune.

Robert J. White, Star and Tribune editorial page editor, says the editorial pages of the two papers were "totally different because they were different newspapers." While he explains that readers of the Star and Tribune now get a "richer diet of opinion" than they did previously with either of the two, "no matter how you slice it, there still is a loss of a newspaper's different voice. . . . Nobody can say that one newspaper is saying this and the other newspaper is saying that."

However, editors who have been involved in what might appear to be a loss of an editorial voice say that, in some cases, there was no meaningful loss of voice because the two dailies were essentially of one voice to begin with.

For example, Jimmy Hatten, editorial page editor of Gannett's News-Star-World in Monroe, La., says the evening News-Star and the morning World before merging last year had pretty much the same editorial viewpoint. If anything, the move "has been beneficial in so far as our editorial focus. . . . It has given us more manpower to concentrate on the product."

Another worry is that increasing concentration of newspaper ownership through chain acquisition will result in loss of local editorial autonomy.

Gannett, whose 89 dailies make it numerically the largest newspaper chain by far, responded to that concern in an advertisement labeled "Different Voices Michigan Style." The ad pointed out that when Gov. William G. Milliken announced his withdrawal of support for 1982 property tax relief, editorial opinions of Gannett's Michigan papers were as sharply divided as those of the public.

Opinions of the future. To many people, a bigger question is how editorial-page products will weather the advent of electronic publishing. The view of many is that editorial and op-ed page material does not lend itself to the brevity required for electronic screen reading.

Richard J. Levine, editorial director of data base publishing for Dow Jones & Co. Inc., says his company has not decided how to handle editorials of The Wall Street Journal over the Dow Jones News Retrieval Service. However, "I would think that eventually, when we put up the whole paper (electronically), we would include editorials. We haven't gotten to that point yet."

"Unless things change, I'm doubtful that videotex or teletext is a very good medium for the longer articles," says David H. Weaver, director of the Bureau of Media Research at Indiana University's School of Journalism. Weaver, who has written a soon-to-be-published book on videotex journalism, says editorial matter delivered electronically seems to work best when it is in the form of bulletins.

Conventional newspapers, therefore, will have an opportunity to offer "longer, more analytical pieces," he says. That may create even bigger challenges for the improvement of editorial and op-ed pages. ☐

A blessing, a 'kiss of death' or neither?

Does a newspaper endorsement boost a political candidate to public office or is it "the kiss of death?"

Probably neither. A study by two University of Missouri professors published in ANPA News Research Report 37 suggests the results probably are more subtle.

Among the findings:

- Endorsements of candidates for lower offices and of ballot issues are more persuasive than endorsements in major races.
- Most voters are unaware of their local newspaper's endorsement, and those who are aware "are by no means a random sample of all voters or readers." Readers with more education are more likely to read and remember endorsements. Readers are more likely to be familiar with endorsements in larger-circulation newspapers.
- The number of people voting for a candidate because of a newspaper endorsement increases as respect for the newspaper's integrity increases.
- The persuasiveness of a newspaper's endorsements is affected by conflicting or reinforcing endorsements from other sources, such as other newspapers or voter groups.
- Among voters who have made up their minds, a contradictory endorsement actually may reinforce their decisions.

Journalism Professor Roger A. Gafke and political science Professor David A. Leuthold based their study on data from a 1976 national presidential election survey and from '76 election-day surveys in Columbia, Mo.

News Research Report 37 was published and distributed in October. Additional copies are available from the ANPA Public Affairs Department at The Newspaper Center, Reston, Va.

API participants polled

Consensus most often prevails in setting editorial-page policy

By Elwood M. Wardlow

How is editorial-page policy set at your newspaper? What is the publisher's role in that? Have you found any fresh or innovative sources of op-ed materials? Do you ever use canned editorials?

Those were among 67 questions sent to members in advance of the 1982 Editorial Page Editors and Writers Seminar at the American Press Institute in Reston.

Thirty of the 35 members responded. Their newspapers range in circulation from 26,000 to 500,000 and are published in 23 U.S. states and two Canadian provinces. The respondents—their median age is 38, and one-third are women—provide good glimpses of what is going on in the editorial tower these days. Among those glimpses:

1. There are as many ways to set editorial policy as there are Howard Johnson flavors. But two basic patterns—by fiat or by consensus—are the most prevalent.

Such phrases as "The publisher thinks . . ." or "The editor wants . . ." are familiar ones and usually must be served (or at least discussed).

But in most newsrooms, the tilt is toward consensus. The editorial writers almost universally are heard out when major decisions are made. Most editorials are initiated by the writers, rather than assigned by their bosses.

In a majority of cases, the editor and/or the publisher want to see the editorials before they are published. But this is normally a benign monitoring.

Publishers and chief editors almost always have a veto—but they normally ask for adjustments in an editorial rather than spike it.

2. Most newspapers have editorial boards; only a quarter of the 30 responding papers do not.

They tend to work in one of two ways:

- The board consists only of the editorial-page staff. Staffers then check their determinations with higher-ups.
- The higher-ups sit on the board and take a direct part in the determinations. This is the more common form.

Managing and metro editors are sometimes members of the editorial board. A few papers also appoint reporters, usually in rotation.

Most boards meet daily. But about one-third meet weekly, and a few meet only when there is special need—election endorsements, for example.

3. All 30 papers endorse candidates in the general elections, and a few also endorse in important primaries.

Most of the time, the publisher is an interested party. For two of the 30 papers, in fact, the publisher takes care of the whole endorsement process.

But usually one of two other methods are used:

Candidates are interviewed and their records checked, and the editorial board reaches consensus.

The editorial-page staff checks out the candidates and presents its choices to the editor and/or publisher for ratification or alteration.

4. Only two of the 30 newspapers use canned editorials when their own well runs dry, and both say that does not happen often. A few others pick up or quote from editorials in other papers, with credit.

5. All but three of the 30 have an op-ed page. There is great variety: Eight large papers have at least one full op-ed page every day (a couple omit Saturday); four others have a full page Sunday and partials during the week; five are on Sunday only. Others have partials every day or occasionally during the week.

6. Here are some of the sources being tapped for op-ed material in addition to the standard guest columns, syndicated columns and letters:

- Pro-and-con pairings
- Pieces of local interest from Congressional Quarterly
- Requested from congressmen, public officials, professors and experts
- League of Women Voters
- Defeated candidates assessing the performance of the victors
- A local black columnist
- Think tanks and institutes
- A panel of 10 columnists from the community
- Columns and articles by reporters

7. Smaller papers use a greater proportion of local editorials than larger ones. Six of the 30 papers, all less than 70,000 circulation, run 50 percent or more local. The larger papers try not to slight their own communities but look beyond more often.

8. How much writing do editorial writers do?

The numbers reported to API are highest on the middle-sized papers. There the average is 10 editorials a week. Members of smaller papers write four to 12 a week, with an average of nine. The larger papers have an average of five editorials, with a low of "three or four" and a high of 10.

About half of the writers in all size categories also produce columns, but none more than twice a week.

9. Which duties would the editorial writers like to do more of, and which would they like to reduce?

It was almost unanimous: more writing, reading and research, more time in the community. On the other end: fewer clerical and office routines, fewer in-house meetings, and less administration, editing and handling of letters, layout and complaints.

10. Every paper prints letters from the readers. Many use almost all that are printable, feeling they perform a public service and have high readership.

Every paper edits the letters to some degree, and most run notices to that effect. All but two papers insist that letters be signed in all but extraordinary circumstances. One paper returns all unpublished letters to the senders with a note telling why they weren't used.

11. There is surprisingly little use of formal research in guiding the work of the editorial-page department.

Most smaller and middle-sized papers make no use of it. One looks at national surveys, and a few have done rudimentary local sampling.

Attention to research appears more often at bigger papers—but still only at half. ☐

Elwood M. (Woody) Wardlow is an associate director at the American Press Institute in Reston, Va., and a former managing editor of the Buffalo (N.Y.) Evening News. Complete results of the editorial-page survey are available from Wardlow at API.

'Congress' offers advisory service

The First Amendment Congress has started a "field advisory service" for organizations that want to conduct a local seminar on press accountability and responsibility.

The service will provide free consultation from people who helped organize the two national First Amendment Congress seminars, said Chairman Jean Otto.

The first organization to request help from the advisory service was Women in Communications Inc., which is considering a seminar in Indianapolis.

Also at the annual meeting of the congress's board of trustees in Chicago:

- The board named Vice Chairman Paul M. Davis, news director of radio and television stations WGN in Chicago, to head a task force to investigate ways to get the public involved in discussions on press responsibility and ways the public and press can better interact.
- The congress is considering a West Coast seminar on First Amendment values and how they relate to new technology. The event would be similar to a program held earlier this year in Virginia [presstime, June 1982, p. 18]. ☐

Arizona 'hotline' is a popular number

The First Amendment "hotline" implemented Jan. 1 by the new First Amendment Coalition of Arizona has received 73 calls for help so far this year and has succeeded in each case it has contested.

The objective of the group is to protect the citizen's right to know what local, state and national governments are doing by challenging statewide efforts to suppress public information. The hotline makes media law advice available 24 hours a day.

It is the first time the state's electronic and print media have organized to fight erosion of freedom of the press, according to Bernie Wynn of The Arizona Republic, coalition president. ☐

Minneapolis editor Bailey quits in protest

Charles W. Bailey resigned as editor of The Minneapolis Star and Tribune Oct. 6 in protest of the company's plan to eliminate 22 reporters and six supervisory positions.

Bailey had been scheduled to leave the editor's post in December to become the newspaper's senior Washington correspondent [presstime, Oct. 1982, p. 30].

Fifty-five other newsroom employees had been laid off earlier this year when the morning Tribune and evening Star merged [presstime, April 1982, p. 53].

President and Publisher Donald R. Dwight pointed out that after the latest staff reduction, the combined newspaper will have 200 reporters and editors plus 75 support personnel, compared with 145 reporters and editors on the Tribune staff when the merger with the Star took effect April 5. ☐

Lucy Benson named to head National News Council

Lucy Wilson Benson, a former Carter administration official and former president of the League of Women Voters, is the new chairman of the National News Council.

She succeeded Norman E. Isaacs, who had served in the post for seven years [presstime, July 1980, p 32]. Isaacs, formerly an editor and now a journalism educator, will remain on the council until its annual meeting in December. He will serve thereafter as "senior advisor."

Benson is a Washington, D.C., business consultant who was undersecretary of state for security assistance, science and technology in 1977-80. She was a member of the task force that led to the formation of the National News Council in 1973 and has been a council member since 1980.

She assumed the chairmanship Sept. 23 after being elected by the council.

The 18-member council is made up of representatives of the public and the media. It is a forum for individuals or organizations to file complaints when they feel an injustice has been done because of inaccurate and/or unfair news reporting. The council, which has headquarters in New York City, also works to protect news organizations from unfair attacks. ☐

Equipment for sale

Harris 2200 display ad system including terminal control unit (PDP 11/05) with 24k memory, 8k refresh memory per terminal, RS-232 CLA board, four workstation terminals, four BRPE paper tape punchers with hoods and spare parts. Contact Ed Harding, The Courier-Journal, 525 W. Broadway, Louisville, Ky. 40202; (502) 582-4568.

Two Compugraphic 7200 with fonts, $1,500. One Compugraphic ACM 9000 with fonts, $3,000. One reconditioned Itek Mk. 5 pacesetter, purchased from Itek in September 1981, used as backup to the Mk. 8; includes interface to Itek system, two 16-face disks; one 8-face disk; range 5-72 point; assume lease at 11 percent. Contact Whitney Sutherland, Journal Inquirer, Manchester Industrial Park, 305 Progress Drive, Manchester, Conn. 06040; (203) 646-0500.

Mailroom equipment: three Ferag HS-80 counter stackers, two 90° curves; three bundle storage conveyors, various lengths; one center chain conveyor, 16 feet; three Sta-Hi 251 stackers plus spare parts. Contact Dick Greene, Minneapolis Star and Tribune Co., 425 Portland Ave., Minneapolis, Minn. 55488; (612) 372-4151.

Two Autologic APS-4 phototypesetters, both in good operating condition. Have been replaced with newer models. Best offer. Contact J. Magee, The Citizen, 1101 Baxter Rd., Ottawa, Canada K2C 3M4; (613) 596-3566.

Two Videosetter 2414s; good condition. Two Compugraphic UC terminals with all options. One Compugraphic 9000. Spare boards, fonts and/or width cards available for all this equipment. Available immediately. Contact Chuck Gray or Glen Cornwall, News-Miner, P.O. Box 710, Fairbanks, Alaska 99707; (907) 456-6661.

One PDP8E-HS, 32K memory, and four RKO-J-AA 1.2 16-bit word disks; 32K DH8-EA, 6- or 8-level PR68-D reader; 8-level PP67-D punch, 32K DH8-EE VDT multiplexer and other extras. This equipment has been under DEC service agreement since installation. Contact J. T. Haley, production manager, The Courier, Findlay, Ohio 45840; (419) 422-5151.

Compugraphic 2414 Videosetter with MDR; excellent condition; upgrading to 8600; spare parts and two grids included; 15M. Contact Barbara C. Jones, The Albany Herald, P.O. Box 48, Albany, Ga. 31707; (912) 888-9315.

Exchange notices are published without charge as a service to ANPA-member newspapers.

Hints offered on how to make irregular readers regular ones

A new Newspaper Readership Project study indicates that failure to read a newspaper on a particular day is affected more by happenings in readers' lives than by anything in the newspaper itself.

For example, the study found that "bad news" does not deter readership. On the contrary, readers generally said they find such news interesting.

The survey was conducted by the Newspaper Advertising Bureau for the NRP. It focused on the growing number of adults, particularly younger adults, who read newspapers on a less-than-daily basis.

Because reasons for reading newspapers are individual and complex, reasons for not reading are hard to pin down, according to the study. Nevertheless, it resulted in some recommendations:

- Promotions aimed at young adult readers are "critical. Unless present levels of penetration in this age group can be stabilized or increased, the daily newspaper's future status as a mass medium may be impaired."
- While there is little to be gained in changing the ratio of hard news to features or other general aspects of the editorial product, there may be some gain in repackaging. Weekly special sections featuring sports, entertainment, food, etc., may highlight the variety of information in each day's newspaper and can be a strong reason for reading, especially among women.
- Circulation departments should assure there are sufficient, convenient, single-copy sales outlets for nonsubscribers. They should also ponder single-copy pricing. "Parity between subscriptions and single-copy prices may be highly desirable."
- Because advertising is such an important part of the newspaper, continued emphasis on improving ad quality is important to readers as well as to advertisers.
- Promotions should counteract the common response that someone is "too busy" to read the daily newspaper. One approach is to emphasize the amount of varied information that can be obtained conveniently from a daily newspaper.

"Weekday Reading Patterns: A Two-Market Study," was based on telephone interviews with more than 500 adults in a large northeastern metropolitan area and a smaller southwestern city. Copies of the 66-page report may be obtained for $3 each from NAB, 485 Lexington Ave., New York, N.Y., 10017. ☐

Chairman Robert C. Achorn (left) of the Worcester (Mass.) Telegram and Gazette and ANPA Vice President/Industry and Public Affairs Robert L. Burke lead discussions at the first meeting of ANPA's new Readership and Marketing Committee Sept. 29 in Washington, D.C.

ABC white paper outlines options on bulk-sales count

A proposal to change the way bulk newspaper sales are reported by the Audit Bureau of Circulations is under consideration.

The bureau's Newspaper Committee will discuss the issue at the Newspaper Division's Nov. 10 meeting during the ABC's annual conference in New York City. If the division votes to change the current reporting procedure, the matter could go before the ABC board Nov. 11.

The Newspaper Committee has prepared and distributed a white paper explaining the current bulk-sales rules and several possible changes.

Bulk sales are newspapers sold in quantity for as little as 50 percent of the normal price to establishments such as hotels or restaurants, who then give them away to patrons. Currently, newspaper bulk sales are not counted as paid circulation; they are reported separately in audit reports.

The only exception is for bulk sales to schools as part of the Newspaper In Education program. Those are counted as paid circulation.

The white paper notes that magazines and business publications report bulk sales as paid circulation, and that many newspapers believe it is important for their advertisers to know about "all increments of circulation."

One suggestion is to give bulk sales data more prominence by moving it from its current location in an ABC audit report—Paragraph 5—to Paragraph 1. It still would be listed separately, but in addition to the regular circulation figure, a new grand total would be provided that would include bulk sales.

Other possible changes are: reporting bulk sales in Paragraph 3; placing a cap of 5 percent on total bulk sales; and adding bulk sales in a new FAS-FAX column.

Such changes would still distinguish between traditional paid circulation and bulk sales, but they would give advertisers information "so that individual buyers may determine the value of this type of circulation to their specific marketing and media requirements," the white paper noted. ☐

Convention next step

Guild board approves plan for merger with ITU

By Clark Newsom
presstime labor writer

The Guild Reporter

Guild's international executive board discusses merger agreement.

The international executive board of The Newspaper Guild has approved a document for merger with the International Typographical Union. The 16-member executive board took the action at a special meeting Oct. 20 in Washington, D.C.

The next step along the path toward merger is a special Guild convention beginning Jan. 12 in Cleveland. Approval would send the merger plan next March to the memberships of both unions for their approval [presstime, Oct. 1982, p. 47].

If approved by the unions' members, the effective date of the merger would be June 1, 1983. Formation of the "Media Employees International Union, ITU/TNG," would combine the structure and operations of the unions at the international level, using shared leadership, staff and resources. Local unions would not be required to merge.

One stumbling block to the merger noted by labor relations specialists is that under the agreement the ITU's mortuary plan would end on the date of merger. The plan pays $500 to the beneficiaries of deceased members.

In a recent issue of the Typographical Journal, the ITU's official publication, a 46-year member suggested in a letter to the editor that retired members be given the $500 now.

The Journal's editor noted there were 27,126 retired members on Dec. 31, 1981. Thus, he said, "To accomplish the writer's purpose would require $13,563,000."

ITU retirees are eligible to vote in the referendum, along with the union's 47,000 working members. In the proposed MEIU, retired members would not be eligible to vote on international matters except on dues affecting them.

The ITU's Union Printers Home in Colorado Springs would become a separate entity on the date of merger, with no obligations for the home to be assumed by the MEIU.

The agreement provides that there will be no merger-induced job loss or reduction in salary or benefits for current staff.

The Guild agreed to pay off compensatory time obligations and to fund severance-pay obligations to its staff prior to the merger. Those obligations total $552,082.

As of March 31, 1982, the net worth of the Guild's defense fund was $4,970,992 and its general fund, $133,528.

On the same date, the net worth of the ITU's strike fund was $6,672,761 and its other funds, $1,789,351.

Under the agreement, the MEIU would have a $10-million defense fund.

The ITU agreed to have $1 million in cost reductions in place or in progress prior to merger.

Meanwhile, merger talks between the Graphic Arts International Union and the International Printing and Graphic Communications Union continue to make headway. Representatives of both unions were called to Washington, D.C., the week of Oct. 18 for separate meetings to evaluate progress made. □

NLRB excludes 44 AP staffers from pact

The Wire Service Guild in New York City has appealed to the National Labor Relations Board a regional director's decision excluding 44 Associated Press domestic news and photo positions from the union's jurisdiction.

The regional director in New York City, Daniel Silverman, issued his decision four years after AP filed a "unit clarification" petition. At the same time, he dismissed a petition by the Guild that sought contract coverage for a number of administrative employees.

AP had sought to exclude 106 employees from Guild coverage. But the regional director ruled that 62 of them should continue to be covered.

Silverman excluded the 44 positions on the basis of the individuals' supervisory status. In his 109-page decision, he cited the NLRB's ruling on a unit clarification proceeding brought by The Washington Post in which the board excluded employees who met its criteria for supervisory status even though they had long been included under labor agreements [presstime, March 1981, p. 44].

Most of the excluded AP employees were news editors and correspondents in bureaus and offices around the country. Silverman found that in addition to their news work, they performed supervisory functions.

(The Associated Press and Wire Service Guild Local 222, Case No. 2-UC-151) □

Electronic publishing staff not in Guild bargaining unit

Employees of a Providence (R.I.) Journal Co. subsidiary who produce electronic information for cable television are not part of a Newspaper Guild bargaining unit at The Providence Journal and The Evening Bulletin, an NLRB regional director has ruled.

Last March, the Journal Co. established the subsidiary, Colony Electronic Information Services, which is itself part of another Journal subsidiary, Colony Communications Inc., a cable television firm.

CEIS, located about four blocks from the Journal Co.'s newspaper plant, produces two 24-hours-a-day cable television programs. JTV 1 is a 20-minute news service that is repeated three times each hour and continuously updated. Each story, about 20 seconds long, scrolls onto the cable subscriber's television screen. JTV 2 features scrolling entertainment and sports information.

Robert S. Fuchs, the NLRB's regional director in Boston, noted that CEIS employs about 10 people in four departments: programming, art, advertising and clerical. The programmers take wire service stories and rewrite them into the 20-second format. About 65 percent of the stories come from the wire service and 15 percent from the Providence dailies. The rewritten stories are combined with computer art and graphics and then put on the air.

CEIS has its own bank account, letterhead, business forms and personnel records. Other than the manager, none of the CEIS employees previously worked for the Journal Co., and there is no interchange of employees between the Journal Co. and its subsidiary, Fuchs noted.

He also pointed out that the wages and fringe benefits of CEIS employees differ from those of employees within the Guild bargaining unit.

Although both the parent company and its subsidiary have employees who edit stories and provide art support, the two groups of employees "are distinct and different," Fuchs found. "CEIS is structured to 20-second stories that are continuously being updated while [the Journal Co.] is structured to put out morning and evening newspapers."

Because of the lack of interchange of employees and the independence of CEIS operations, Fuchs concluded that the employees "do not constitute an accretion to the recognized bargaining units."

(Providence Journal Co. and Newspaper Guild, Case No. 1-UC-382) ☐

Sports editor is supervisor, NLRB rules

The NLRB has found that the sports editor of the Kenosha (Wis.) News is a supervisor and therefore not covered by the labor agreement with Local 159 of The Newspaper Guild.

The board made its decision on the basis of the sports editor's exercise of authority to hire part-time employees.

At the same time, the board agreed with its regional director that an editor for area news and the editor of the Horizons section are not supervisors and are properly included in the union's bargaining unit. The board found in the "unit clarification" proceeding that those editors do not have the required authority for hiring and firing and sufficient independent judgment in directing activities of employees to warrant their classification as supervisors within the meaning of the Taft-Hartley Act.

The NLRB's regional director had found the newspaper's chief photographer is neither a supervisor nor a managerial employee. While the board granted the company's request for review of the regional director's decision as to the three subeditors, it denied it as to the chief photographer.

Board Member Don A. Zimmerman dissented in part. He would have excluded all three editors from the bargaining unit.

(Kenosha News Publishing Corp. and Kenosha Newspaper Guild, Local 159, 264 NLRB No. 50) ☐

NLRB judge upholds ITU in strike case; reinstatement backed

An NLRB administrative law judge has recommended that the board order The News of Paterson, N.J., to reinstate striking members of Newark Typographical Union No. 103.

Judge James F. Morton found that the strike, which began in February 1981, resulted from unfair labor practices by News Printing Co. Inc. He recommended that the Allbritton Communications Co. subsidiary be ordered to bargain with the union upon request.

He also held that the union is the bargaining representative of editorial employees of The News and its sister newspaper, The Dispatch of Union City, N.J., even though an NLRB representation election was never conducted in the matter.

Morton did find in his 75-page decision that News Printing Co. and a former delivery contractor were not "joint employers" of drivers, and that therefore no unfair labor practice was committed by the company with regard to delivery personnel. NLRB attorneys have filed exceptions with the board to that portion of Morton's decision.

Allbritton spokesman George Beveridge said Morton's decision "is in the hands of our attorneys, who are making an analysis" of it. "The procedural processes leading to final disposition of this matter can be lengthy," he noted.

Meanwhile, the NLRB's regional office in Newark is waiting for a ruling from U.S. District Judge Herbert J. Stern on its petition under Section 10(j) of the Taft-Hartley Act for reinstatement of the strikers pending a final board order in the case [presstime, June 1982, p. 36].

The News has continued publication throughout the strike, which was touched off by a dispute over a new contract.

(Allbritton Communications Inc. and its wholly owned subsidiaries, The News Printing Co. Inc. and The Hudson Dispatch, JD-[NY]-85-82) ☐

Recent contract settlement

The Boston Globe, GAIU: Three-year agreement covering photoengravers retroactive to Jan. 1, 1981.

(Details in October 1982 ANPA Labor & Personnel Relations Letter.)

ITU claims lockout in Ontario

The Evening Tribune of Welland, Ontario, is continuing publication during a labor dispute with Typographical Union No. 927.

The union contends its members are locked out, while management maintains the union's actions constitute a strike.

The dispute is over terms of a renewal agreement for composing room employees and an initial contract for a newly certified unit of office employees.

On Oct. 6, the ITU members began to engage in sit-in and slow-down tactics, and the paper was unable to publish that day or the following two days. On the 9th, the publisher met employees reporting for work and asked for a commitment to work. They refused and later appeared with "locked out" signs.

The Tribune resumed publication Oct. 12. Pressmen are continuing to work under a labor agreement signed last August.

Another Ontario daily, the Peterborough Examiner, missed two days of publication in September in a similar dispute with Typographical Union No. 248. The newspaper suspended publication Sept. 15 and 28 when employees interrupted their work to hold union discussions.

In this instance, too, management described the union's actions as a strike, and the union disagreed.

A union spokesman said there would have been pickets outside the plant in a strike situation.

The Examiner and the union have since reached a renewal agreement for composing room employees and an initial contract covering employees in the editorial, circulation, advertising and business departments. ☐

Va. court rules carrier was not employee

A 59-year-old man who died in 1979 from injuries received in an automobile accident while he was delivering the Richmond (Va.) Times-Dispatch was an independent contractor, not an employee of Richmond Newspapers Inc., the Virginia Supreme Court recently ruled.

The ruling overturned a decision by the Industrial Commission of Virginia that had awarded the decedent's administrator workmen's compensation benefits, medical costs and funeral expenses.

"As a general rule," the court said, "a person is an employee if he works for wages or a salary and the person who hires him reserves the power to fire him and the power to exercise control over the work to be performed. The power of control is the most significant indicium of the employment relationship; other factors merely help to elucidate the manner and degree of control."

The court agreed with the company's argument that the carrier, John W. Gill, was an independent contractor because the company "reserved and exercised virtually no control over the means and methods Gill employed in the conduct of his business."

Gill was required to furnish his own transportation and was driving his own vehicle at the time of the accident.

(Richmond Newspapers Inc. v. John F. Gill, Administrator, Record No. 811231) ☐

Free-lancers form union

The National Writers Union has been formed by a group of free-lance writers and plans to hold its first national convention next year.

The new union claims 1,300 members in 12 chapters. Among its goals are extra pay for free-lancers when directed to rewrite their articles, and full pay even when a solicited article is not used. ☐

NLRB elections

Bristol (Conn.) Press, Guild: Editorial employees voted 17-2 in favor of representation by The Newspaper Guild. The employees previously had been represented by an independent union.

(NLRB Case No. 39-RC-348)

Pensacola (Fla.) Journal and News, IPGCU: In a decertification election, pressroom employees voted 10-4 against further representation by Pressmen's Union No. 277.

(NLRB Case No. 15-RD-508)

Philadelphia papers settle with unions after brief strike

The Philadelphia Inquirer and Daily News were struck by eight unions at the beginning of October.

The unions struck after their old contracts expired at midnight Sept. 30. Only a limited edition of the Oct. 1 Inquirer was printed, and publication of both newspapers was suspended Oct. 2. A tentative agreement permitted publication of the Oct. 3 Sunday Inquirer, and both papers were back on the streets Oct. 4.

Each of the eight unions had vowed not to accept a contract unless all of them were satisfied.

The eight are: an independent union representing mailers, locals of the Graphic Arts International Union, The Newspaper Guild, International Association of Machinists, Teamsters, International Printing and Graphic Communications Union, International Typographical Union and Service Employees International Union.

The basic settlement with the craft unions was $125 over three years.

With the Guild, the reporters' top minimum salary of $524.94 was increased $52.50 the first year and $47.25 in each of the remaining two years.

The pact was ratified despite a thumbs-down recommendation from the local's bargaining committee. The union agreed to the exclusion of 21 editorial employees from the bargaining unit.

Meanwhile, at The Plain Dealer in Cleveland, a strike was narrowly averted in October.

Agreements with the Guild and Teamsters were negotiated with the assistance of the Federal Mediation and Conciliation Service.

The wage package with the Guild provides for increases totaling $89.08 over 26 months, retroactive to Aug. 1, 1982, with much of that money diverted to a health and welfare benefits trust fund. The previous top minimum salary for Plain Dealer reporters was $520.

The wage package with the Teamsters provides for increases totaling $92.50 over 27 months, retroactive to July 1, 1982. The previous top wage scale for drivers and district managers was $410.70. ☐

Darrow Tully (left), publisher of The Arizona Republic and Phoenix Gazette and chairman of the ANPA Labor and Personnel Relations Committee, discusses labor climate with FMCS head McMurray during meeting in Washington, D.C.

Mediator says climate is better

The head of the Federal Mediation and Conciliation Service believes parties to labor negotiations are seeking a "better way" to bargain.

Kay McMurray told an Oct. 5 meeting of the ANPA Labor and Personnel Relations Committee that he bases this conclusion on larger-than-expected crowds at two recent labor-management conferences he attended. The conferences are designed to bring together union leaders and management representatives to listen to outside experts, to foster a better bargaining climate through communication and to develop new ideas on how to bargain.

McMurray also brought news to the meeting that contract negotiations at The Plain Dealer in Cleveland had just reached a successful conclusion (see story, p. 36).

Sworn in as FMCS director in July, McMurray inherited an agency that had sustained a 20-percent cut in its fiscal year 1982 budget. He said the cutbacks mainly were in support services—secretarial, clerical and office space—not in mediation. The FMCS monitors labor negotiations and generally becomes involved when disputes extend beyond contract expiration dates.

He told the Committee that by late November, he will make recommendations for changes in the way the agency operates. He has retained a management consultant to review FMCS operations.

He also said a new FMCS computer system should speed communications, cut down on paperwork and improve statistical information. ☐

Texas daily out of union pension plan

The Fort Worth (Texas) Star-Telegram has reached a new labor agreement with Typographical Union No. 198 that provides for the newspaper's withdrawal from the ITU Negotiated Pension Plan on Jan. 2, 1983.

After that date, the $2-per-shift, per-employee that the company contributed to the plan will be added to the wages of the 80 ITU-represented employees in the form of a $10 weekly increase. The employees already are covered by a company-sponsored pension plan.

The amount of the company's withdrawal liability to the ITU plan will not be determined until after the first of the year. However, the lawyer who represented the company in the negotiations said it will exceed the $15,000 payment to the plan made last year by another withdrawing company, the Tulsa (Okla.) Newspaper Printing Corp., to cover its part of the plan's overall unfunded liability [presstime, March 1982, p. 8]. ☐

NLRB overturns discharge ruling

The NLRB has ruled that the Atlanta Journal and Constitution unlawfully discharged a circulation department radio dispatcher.

The board also found that a supervisor had interrogated the employee illegally.

The company was ordered to reinstate the employee with back pay.

The case involved Mary E. Cody, who was discharged for spreading rumors about a possible strike [presstime, May 1982, p. 53].

Cody was involved in concerted activity protected by the Taft-Hartley Act, the board said, noting that it had held in another case that a conversation may constitute concerted activity.

An NLRB administrative law judge had held that the company lawfully discharged Cody but unlawfully interrogated her.

The case involved efforts by the Pressmen's Union to organize employees in the street-sales division of the circulation department. The union recently withdrew its petition for an NLRB election [presstime, Oct. 1982, p. 48].

(Cox Enterprises Inc., d/b/a Atlanta Newspapers, 264 NLRB No. 120) ☐

Settlement calls for union to rescind fine of foreman

Platemakers' Union No. 151, an affiliate of the International Printing and Graphic Communications Union, recently agreed to rescind a $188.40 fine imposed on a member foreman at the Arizona Republic and Phoenix Gazette after he refused to change his work schedule to accommodate another employee.

The union's action came after the company filed unfair labor practice charges with the NLRB.

In a "settlement agreement" approved by NLRB regional director Milo V. Price, the union did not admit that it had violated the Taft-Hartley Act but agreed to reimburse the fine and to post a notice to employees stating it will not take such disciplinary action against supervisory members in the future.

(Phoenix Stereotypers'/Platemakers' Union No. 151 and Phoenix Newspapers Inc., Case No. 28-CB-1866) ☐

Testing of water-based inks continues at three newspapers

By Tom Walker
presstime technical writer

Water-based inks have several advantages over more traditional oil-based ones. Most notably, they are available in times of petroleum shortages, they don't rub off on readers' hands and clothes, there is less show-through, and they are compatible with environmental concerns. But they only work in flexographic printing.

They don't work on letterpress or offset presses because the inks dry too quickly. There were experiments with water-based letterpress inks in the 1960s, but those experiments were unsuccessful, says George Cashau, the ANPA Research Institute's coordinator of operations. He says halftone reproduction was totally black, and to this day no one knows why.

Water-based inks have been used successfully in newspaper operations, but only in flexographic printing experiments. The inks have unique problems, and it may be a long time before they are available in conventional newspaper printing systems.

A black letterpress ink with a non-petroleum base other than water has been developed at the Institute, and work is continuing to develop the inks for color use and offset operations [presstime, April 1982, p. 46]. Cashau says ANPA and most ink companies also are conducting research to develop workable water-based inks.

Water-based inks are being used in flexographic printing operations at three newspapers in the United States—The Providence (R.I.) Journal and Bulletin and the Sarasota (Fla.) Herald-Tribune. Another experiment, at the Newspaper Printing Corp. in Nashville, Tenn., ended in early October after about 15 months of testing. The Nashville Banner and The Tennessean dropped their test when they decided to go to total market coverage. "We have to have optimum performance and consistency, and that hasn't always been possible (in the testing)," says the newspapers' Production Director William D. McGahan.

Ink manufacturers have been developing water-based inks for a long time—20 years in the case of Huber Corp., in Edison, N.J. But "there still are a lot of problems related to the press," centered on drying speeds, says Huber technical representative Augie Pugliese. "The ink will be refined as the presses are refined," he says.

Pugliese says Huber's experimental water-based inks are 80-percent water with pigments and resins added. "It's a very complicated balance of additives that are needed to control drying speeds," he notes.

Newspapers are interested in flexographic printing with water-based inks, but most "don't want to be the first guy" to use them, says Robert G. Savageau, assistant technical representative for Flint Ink in Detroit.

Flexography is typically used in package or carton printing, but is not used in newspaper printing, except at the test sites.

In flexography, the ink is passed from the ink fountain to an anilox roller, which ANPA developed for newspaper use. From the anilox roller, the ink is transferred to the plate and then directly to the paper. In typical newspaper printing, the ink is transferred to several more rollers before being applied to the web. It is on these rollers that water-based inks dry out.

In other non-flexographic applications of the anilox roller, such as the ANPAPRESS™ and the Tokyo Kikai Seisakusho Ltd. presses, form rollers are placed between the anilox roller and the plates to spread out the oil-based inks.

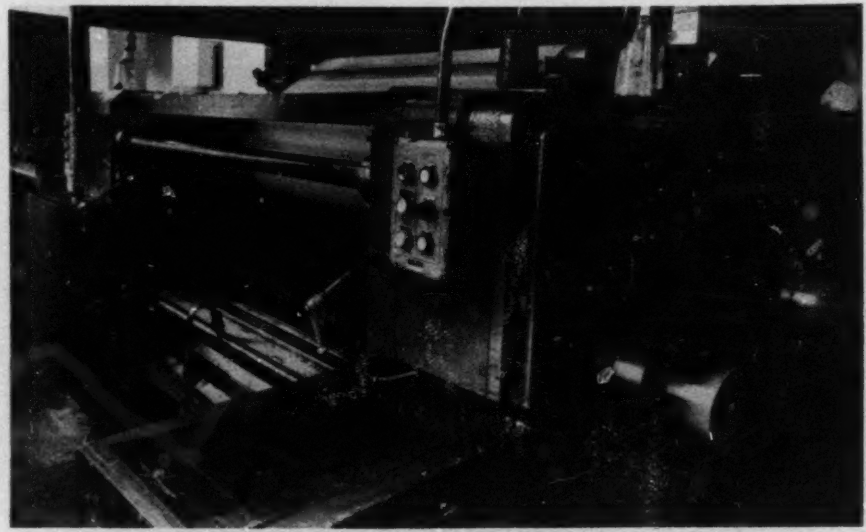
The testers. Water-based ink experiments with flexographic printing have been underway for about 18 months at the Providence newspapers, and Production Director Jerry S. DeHimer says a prototype flexographic newspaper press unit designed by Kidder-Stacy "is running every day and running very well."

He notes that "we are getting the quality we set out to achieve" but some problems remain. One is in ink formulation.

The ink has to dry fast enough so there are no "set-off" problems. That's the term for what happens when some of the wet ink rubs onto the press and is picked up as spots when the web passes by.

At the same time, DeHimer says, the ink must not dry too quickly. That will cause cells in the anilox roller to become clogged, which can fill in halftone areas on plates.

The Providence executive says his newspapers received good-quality reproduction in their first attempts at flexography for the first few thousand impressions. But after that, dry ink filled in halftone areas on the plates. When that occurred,



Kidder-Stacy-designed flexographic unit runs water-based inks in Providence, R.I.

pressmen had to stop the presses and clean the plates. They also were getting set-off on the second impression cylinder, which prints on the side of the web opposite the first impression. In non-newspaper flexography, printing is normally done on one side only.

After about 40 formulas were tried, Huber Corp. developed an acceptable ink that didn't present the drying problems, DeHimer says.

David G. B. Lindsay, vice president and general manager of the Sarasota Herald-Tribune, points to another aspect of water-based inks' drying qualities discovered in his paper's experiment.

"They make you more careful about leaving them in the fountain," he says. "They'll dry in the fountain and on the rollers," which presents clean-up problems. He says ink companies have been "fairly successful" in developing inks that have a balanced drying time, "but we still get some speckling on halftones. It's an intermittent problem."

He says some of the inks developed by several companies for his Faustel Inc. color deck, which was designed to test newspaper flexography, had offensive odors in the pressroom. A new formula solved the problem.

Another problem the Florida daily encountered was related to ink viscosity. "They (water-based inks) behave differently (than traditional inks) in that they like to move around on the rollers," Lindsay says. The problem was overcome by adding viscosity controllers that provide water to replace what had evaporated.

Compatibility of inks with plates also presented the newspaper with a problem. "Certain chemicals in the inks will react with plates and cause them to swell. But that's just something you learn. The ink people knew it was a possibility and tested several plates," Lindsay says.

The newspapers began their experiments because "anything we can do to lower our printing costs as a percentage of total production costs makes us more competitive. We were hopeful that the flexo system would give us acceptable quality at a lower total systems cost. We are very close to realizing those hopes," Lindsay says.

Providence's DeHimer says "the best projection" at his papers is that water-based inks will be "more expensive than letterpress, but less than offset." Prices will come down, "or at least not accelerate at the same level because they are water-based and not oil-based (which are subject to price fluctuations)," he notes.

Sarasota's Lindsay says the fact that the inks currently are more expensive than traditional inks "doesn't mean anything, because we don't have a precise measurement of mileage (how much ink it takes to print a large number of papers), and no one has bought them in volume. We are buying them in drums, and no one has manufactured a tank-car full."

Both DeHimer and Lindsay believe that although flexographic plates currently cost more than offset plates (but less than letterpress plates), the gap will narrow with the introduction of thinner plates for the new process.

DeHimer says flexography using water-based inks also should result in "a real big savings" in printed waste because a "consistently good quality product can be printed after one revolution of the plate cylinder," as is true with all processes using the anilox-inking system.

And with the decreased show-through produced by water-based inks, "We can look forward to using a much lower (and less expensive) basis weight paper," he adds.

Both press manufacturers with the prototype units installed at Providence and Sarasota plan to market similar units.

Kidder-Stacy is working on an improved unit that will replace the one in operation at Providence, according to James R. Norris, project engineer. He says the unit being constructed now will be shown at the ANPA Operations Management Conference and Exposition in Las Vegas, Nev., June 11-15. That unit will then be installed in Providence.

The company also is building two more units that will be marketed for about $350,000 per unit.

And Faustel soon will have available flexographic systems for newspapers—both a new double-width press and a conversion kit, says Michael D'Amour, marketing manager.

D'Amour says the company has identified some 30 newspapers that are potential purchasers of the $200,000 to $250,000 presses. ☐

Kodak introduces fast color film

The Eastman Kodak Co. in October announced development of a color print film with an ASA 1000 rating. It will allow photographers to take available-light shots even when there is not much light available.

The fastest color print film now on the market is ASA 400.

Time magazine used the film to illustrate an Oct. 18 story. The magazine said its picture of the New York Stock Exchange floor was taken with available light.

Thomas G. Levy, managing editor of Kodak's Consumer and Professional News publication, said the film will go on sale in the first half of next year. A price has not been set, he reported.

Also in October, Kodak displayed a prototype video display unit that allows pictures taken with the company's "Disc" electronic camera to be displayed on home television screens. The images can be cropped or enlarged.

Levy said the Rochester, N.Y.-based company has not decided to market the new product, but it "wanted to show that we could work in optics, chemicals and electronics."

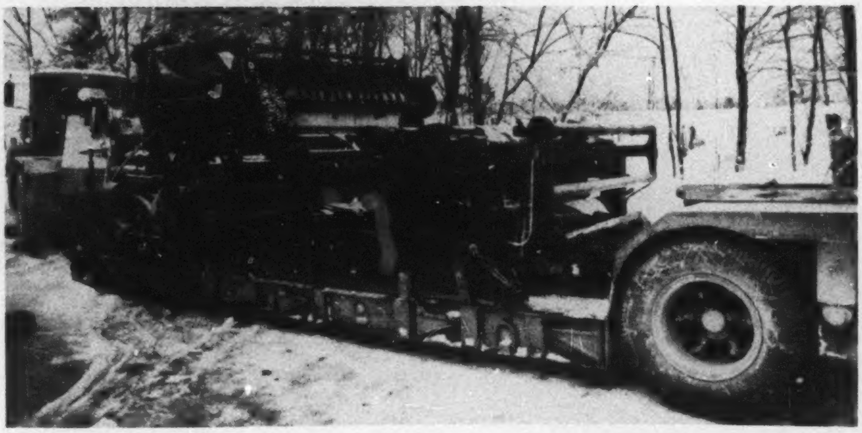
Sony Corp. of Japan plans to sell an electronic camera, the Mavica, and a video printer for pictures taken with it [presstime, April 1982, p. 43].

RI break-in results in $10,000 damage

Intruders broke into the ANPA Research Institute in Easton, Pa., in late September and caused some $10,000 in damage to the building and some equipment.

Coordinator of Operations George Cashau said entry was made by breaking out a skylight. A pail of roofing tar was overturned, the tar seeped through the ceiling and onto four Logicon VDTs, valued at $1,500 each, and peripheral equipment, including a $2,000 font disk for a recently donated Merganthaler Linotron phototypesetter. The VDTs and the Linotron equipment are irreparable but were insured and will be replaced. ☐

National printing museum planned for Lowell, Mass.



Duplex press (circa 1910) heads for storage to await museum opening.

The going has been slow, but planning goes on for opening a National Museum of Printing in Lowell, Mass., by spring of 1985.

The museum, if all the pieces fall together, will be part of the Lowell National Historical Park, opened in 1978 to honor America's role in the Industrial Revolution.

Museum backers have collected about 130 tons of printing equipment for the museum that is expected to be housed in a renovated, 160-year-old textile mill.

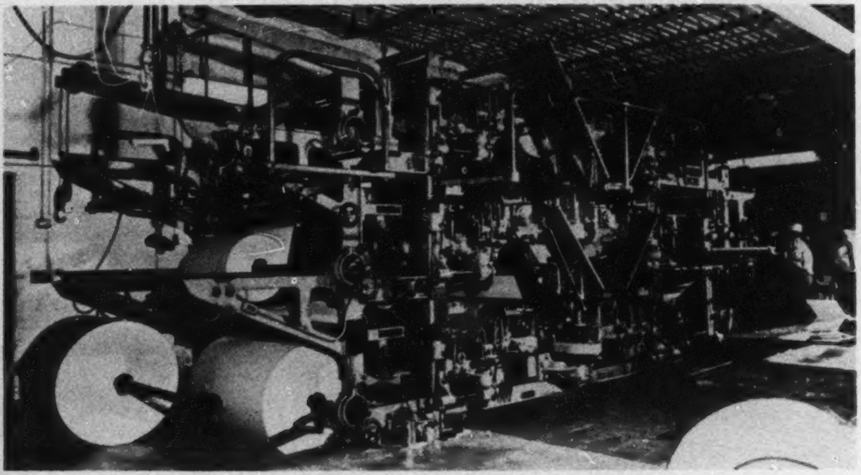
Financing for the museum is incomplete, even though plans were begun four years ago for what is to be the largest printing museum in North America. Several collections of printing equipment exist in the United States and Canada, including an exhibit at the Smithsonian Institution in Washington, D.C.—the largest public display to date. But none is as large as that planned for the Lowell site, backers say.

According to Robert L. Richter, president of the non-profit Friends of the Museum of Printing Inc., an initial feasibility study was paid for with grants of $2,500 each from The Lowell Sun, the local daily newspaper, and from the Courier Corp., a textbook and telephone directory printing firm with headquarters in Lowell. Courier also donated about 50 tons of equipment for the museum, including a Linotype machine and assorted mats, saws, etc.

The most recent donations came from The Boston Globe and the Worcester (Mass.) Telegram and Gazette, which gave $5,000 and $1,000, respectively, to move equipment to a storage area, Richter says. The Brockton (Mass.) Enterprise donated another $500.

One iffy piece of the financial puzzle is the federal government. According to John Burchill, superintendent of the Lowell park, some $5 million to $7 million is needed to restore the old Boott Mill complex, the projected site for the printing museum. The money has yet to be allocated.

Boott is one of many textile mills and other historic buildings that are included in the park. The buildings sit along the Merrimack and Concord rivers and the Pawtucket Canal, which were used to supply power for the 19th century mills.



The museum's centerpiece would be this 1922 model Goss rotary press.

Burchill says plans call for the renovation funds to be spent in three yearly phases, beginning with $1.5 million next year if Congress approves legislation appropriating the funds. House committee action on the appropriation is expected in December.

The printing museum would fit nicely with the park theme because "one of the first industries in Lowell was printing," Burchill notes.

Plans are for the museum to be housed in a portion of the 600,000 square-foot complex after its renovation. The museum sponsors and other tenants in the building will be expected to pay for finishing work and to devise a rental or lease agreement with the National Park Service. The Park Service would maintain about one-half the structure as a stop for tours of the area.

Richter says the backers of the museum "have to get going real hard" on fund-raising.

The centerpiece of the museum would be a Goss sextuple rotary press manufactured in 1922 donated by Lann Printing Co. of Springfield, Mass. The press, which is on hand, is set up to use curved stereo plates of lead, magnesium, zinc or Dyrcil, Richter says. He notes that one unit could be converted to offset.

The press and support equipment, such as mat rollers, lead pots, etching equipment, routers, gallery camera, etc. are operable and "appear meticulously clean and very nearly as good as new," he says.

Contributions may be sent to Charles Treciokas, treasurer, Friends of the Museum of Printing Inc., P.O. Box 849, Boston, Mass. 02103. □

IAPA raps attacks on press

The Inter American Press Association recently capped its 38th General Assembly with a gloomy annual assessment of the state of press freedom within the Western Hemisphere. It said in part:

"Violence continues to cast a lengthening shadow over Latin America. Democracy in Peru is facing a fanatically ruthless onslaught from terrorists. . . . Political violence continues to claim the lives of journalists, and the risk involved in reporting the news in Guatemala, El Salvador and Honduras has increased.

"The press is also confronted with a new, and particularly vicious enemy in a number of countries. The danger posed by drug-traffickers has been dramatized by the murder of Orlando Carrera Yepes, editor of the weekly newspaper, La Verdad, in Uchiza, Peru, who had embarked on a campaign to expose traders in narcotics."

The association passed resolutions calling for the repeal of restrictive press laws in Argentina, Brazil and Nicaragua; condemning human rights and press violations in Grenada and Haiti; urging the Canadian government not to adopt a Canada Newspaper Act singling out the newspaper industry for special restrictions; pledging continued work toward ending the isolation of Cubans from outside information sources; asking for an end to press harassment in Guatemala; and expressing concern over the use of government economic power in Mexico.

The IAPA also condemned UNESCO efforts to establish international doctrines that could be used to impose controls on the communications media. Further, it opposed press associations and collegia that require journalists to obtain licenses or permits and expressed strong support for efforts by ANPA and FIEJ to develop kenaf as a source of newsprint.

The IAPA also listed some good news: easing of press restrictions in Brazil and the success by some U.S. media in opening judicial proceedings to public scrutiny.

More than 300 publishers and editors from 30 countries gathered in Chicago for the assembly to elect new officers (see Changes in command, p. 46), to hear presentations by hemispheric political leaders and to discuss mutual concerns. ☐

Florida and Kenya newspapers begin exchange

Two educational projects involving journalists from Third World countries have been announced by the St. Petersburg (Fla.) Times and the Media Institute of Washington, D.C.

In the first "twinning" arrangement involving a U.S. daily newspaper and a Third World newspaper company, the Times is paired with the Nation Group of newspapers of Nairobi, Kenya.

Under the arrangement, employees of the English-language Nation and Swahili-language Taifa newspapers will travel to the United States to work for the Times, and Times staff members from all departments will reciprocate.

The World Press Freedom Committee has been advocating such links between media in developed and undeveloped nations since 1979.

In the Media Institute program, the organization's Transnational Communicatons Center will conduct three programs in 1983 for representatives of developing nations. Two sessions of three weeks each will be for journalists from Asia and Latin America. The third will be a one-week program for ministers of information from eight Asian and eight African nations.

The Media Institute programs will be funded with grants from the U.S. Information Agency. ☐

UPI gets Salvadoran apology

The government of El Salvador apologized to United Press International Oct. 21 following an incident in which armed national policemen entered and searched the San Salvador offices of UPI and five other news organizations.

UPI sent cables to President Alvaro Magana protesting the Oct. 20 search, during which UPI Bureau Manager John E. Newhagen was detained for more than an hour. A police public relations officer later said the men had been searching for clandestine messages affecting the security of the country.

The Associated Press office in San Salvador was among the others searched. ☐

Bus deregulation could raise rates, decrease service

The bus deregulation law that takes effect Nov. 20 could lead to higher rates for shipment of newspapers as well as a decrease in service in some places.

Many ANPA members use bus transportation for some newspaper distribution. It is suggested that circulation departments consult with bus companies on any changes in service that may affect subscribers.

Under the Bus Regulatory Reform Act of 1982, signed by President Reagan Sept. 20, the bus industry will get new freedoms that are even broader than those accorded trucking companies in 1980.

The act allows companies:

- Greater freedom of entry into and exit from the bus market
- To set rates and fares within a "zone of reasonableness," with the zone to widen progressively over the years. Initially, bus companies will be allowed to raise rates or fares by 10 percent or lower them by 20 percent compared with year-before levels.
- Federal preemption of some state bus regulations
- Moratorium on grants of U.S. operating rights to Canadian and Mexican carriers without approval by the U.S. trade representative
- Elimination of antitrust immunity to set rates collectively
- To stop applying separately for authority to carry freight shipments as well as passengers [presstime, Jan. 1982, p. 15]. ☐

B.C. dockworkers negotiate; slowdowns may increase

British Columbia dockworkers represented by the International Longshoremen's & Warehousemen's Union are negotiating with terminal operators over a new contract. The dockworkers' contract expired last January.

The union has not threatened a strike but has hinted it may increase the frequency of slowdowns that began in October at some of the piers and bulk terminals where newsprint and other paper products are loaded. ☐

Kimberly-Clark *cuts* newsprint price 6 percent

It was "man bites dog" time for newspaper publishers Oct. 19 when Kimberly-Clark Corp. announced it was reducing the price of its newsprint by 6 percent

Newsprint price increases have been so incessant they almost are non-news items. A price reduction though, that's news. Kimberly-Clark said it would *decrease* the price Nov. 1—from $496 a metric ton ($440 a short ton) to $468 a metric ton ($425 a short ton).

Longtimers in the newspaper industry said it was the first such announcement in memory.

Kimberly-Clark said high publishers' inventories, excess production capacity and reduced consumption had led to widespread price discounting by some of its competitors.

The practice of negotiating sales prices that are less than the announced list price is common among industrial commodities, observed ANPA economics consultant Jon G. Udell. But formally reducing the list price across-the-board tends to be resisted, he said.

"There is a great resistance in any industry, newsprint or otherwise, where you have a rather homogeneous commodity, such as paper, to reduce a list price," said Udell, Irwin Maier professor of business at the University of Wisconsin Graduate School of Business.

One reason for the resistance, he said, is the fear of "demoralizing the market" and initiating a price war. He cited the pricing of gasoline as an example of major producers trying to keep prices at a preexisting level even though demand has fallen. "Eventually someone cuts the price, and others tend to follow suit," he said. "It's yet to be seen whether that will happen in the case of newsprint."

In light of economic conditions in the United States and Canada and the current oversupply of newsprint, Udell said he does not believe other newsprint producers that have announced upcoming price *increases* can make them stick [presstime, Oct. 1982, p. 54].

The latest producer to announce a price increase—and it happened several weeks before Kimberly-Clark revealed its plans—is Consolidated-Bathurst Ltd., which advised U.S. customers of a $20-a-metric-ton increase to $520, effective Jan. 1.

Meantime, Great Lakes Forest Products Ltd. informed U.S. customers that it will maintain the $500 price until further notice, but that a price increase is "imminent." ☐

Government asked for kenaf data research

The chairman of the ANPA Newsprint Committee has asked the secretary of agriculture to release information from a government study of kenaf and to resume government research into the feasibility of using the fibrous plant as a wood pulp alternative.

The USDA's Northern Regional Research Center in Peoria, Ill., ended a five year, kenaf-research program in August 1979, but ANPA's Donald N. Soldwedel said in his letter to Secretary John R. Block that all the information from the study into harvesting, handling and storing the crop has not been released.

Soldwedel, publisher of The Yuma (Ariz.) Daily Sun, also asked the department to attempt to develop different varieties of kenaf seed "to increase pulp content and yield, to increase resistance to disease and pests, to improve maturity times (and) to increase resistance to cold."

He also said, "We need your agricultural engineers, particularly those who did the early work, to get back into the act assisting in the harvesting equipment area."

Another area in which Soldwedel asked for the USDA's help is in developing a defoliant that will stop kenaf's growth prior to harvest.

Soldwedel has been spearheading ANPA's efforts to develop the crop as a substitute for wood pulp in newsprint [presstime, Oct. 1982, p. 54].

Block had not responded to Soldwedel's letter by late October.

Equipment maker runs kenaf pulp test

Another experiment in the pulping of kenaf has been concluded, yielding additional information on how to turn the fibrous plant into newsprint.

The test was conducted the week of Sept. 27 by pulping equipment manufacturer C-E Bauer at its Springfield, Ohio, laboratory in cooperation with one of its manufacturing licensees, Voest Alpine of Austria.

According to a C-E Bauer official, the test was designed to follow up on testing the company did in 1980 in conjunction with ANPA and International Paper Sales Co. The pulp produced in that earlier experiment was used by International Paper to make newsprint that was tested on presses of six ANPA-member newspapers [presstime, Feb. 1980, p. 47].

C-E Bauer Director of International Sales Ernesto F. Fuentes said the latest test determined that loose, chopped kenaf could be fed through the pulping system. The kenaf used in the earlier experiment had been formed into cubes.

The recent trial used kenaf grown in Thailand. Voest Alpine was a major equipment supplier for Thailand's new kenaf pulp mill, Phoenix Pulp & Paper Co. Ltd.

The Herty Foundation of Savannah, Ga., will make newsprint from the pulp in its laboratory complex. Some of the paper may be test run at The Yuma (Ariz.) Daily Sun. Sun Publisher Donald N. Soldwedel, chairman of the ANPA Newsprint Committee, attended the C-E Bauer test. ☐

CPU signs agreement at Nova Scotia mill

Canadian Paperworkers Union members at the Point Tupper mill of Nova Scotia Forest Industries have signed a two-year agreement, similar to the settlement reached at Abitibi-Price Inc. earlier this year [presstime, Oct. 1982, p. 54].

The CPU is continuing negotiations at two mills:

- At the Thunder Bay, Ontario, mill of Great Lakes Forest Products Ltd., CPU members gave their negotiators a strike mandate. However, the company said the strike deadline passed without action.
- At the Kapuskasing, Ontario, newsprint mill of Spruce Falls Power and Paper Co. Ltd., the CPU membership rejected a "final" contract offer. ☐

Consumption declines by 1.7% in September

Newsprint consumption by all U.S. users was down 1.7 percent in September from the same month last year, according to preliminary figures. For the first nine months of 1982, total consumption was down .8 percent.

Consumption by U.S. daily newspapers declined 3.6 percent in the month and 2.6 percent for the nine-month period.

Stocks of ANPA-member newspapers in the statistical sample dropped to an average of 49 days' supply at the end of September, compared with 55 days' supply at the end of August and 61 days' supply at the end of July. North American mill stocks at the end of September were about 89 percent above those of September 1981.

The Canadian mills' operating rate in September was 69 percent of capacity, while in the United States it was 82.4 percent. For nine months, the rates were 83 percent in Canada and 87.6 percent in the United States.

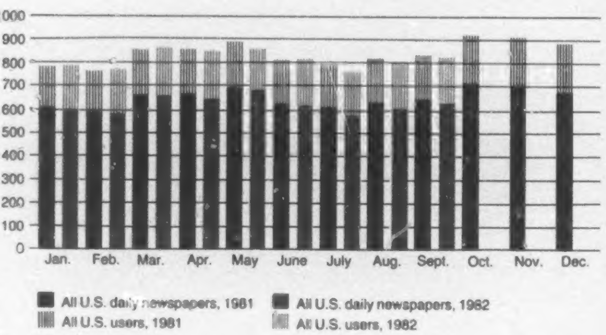
Estimated consumption of all U.S. daily newspapers[1]

Region	August 1982	August 1981	% Change
Northeast	146,178	151,727	-3.7
North Central	138,712	148,481	- 6.6
South	196,065	200,341	-2.1
West	137,193	143,969	-4.7
Circulation size			
up to 25,000	62,287	59,708	+4.3
25,001-100,000	110,772	116,886	-5.2
Over 100,000	445,089	467,922	-4.9
August totals	618,148(r)	644,516	-4.1(r)
Eight-month totals	5,015,090(r)	5,142,894	-2.5(r)
Region	**September 1982**	**September 1981**	**% Change**
Northeast	152,196	158,839	-4.2
North Central	141,380	146,094	-3.2
South	199,912	204,523	-2.3
West	139,109	146,963	-5.3
Circulation size			
up to 25,000	62,864	63,637	-1.2
25,001-100,000	113,091	118,933	-4.9
Over 100,000	456,644	473,848	-3.6
September totals	632,599(p)	656,418	-3.6(p)
Nine-month totals	5,647,689(p)	5,799,312	-2.6(p)

Stocks

U.S. publishers[2]		(Days' supply on hand)	(Days' supply in transit)
July 1982	992,364	54	7
July 1981	951,875	49	7
August 1982	952,067	49	6
August 1981	928,055	47	6
September 1982	902,590	43	6
September 1981	943,630	43	7
Canadian mills			
September 1982	404,933	--	--
September 1981	234,702	--	--
U.S. mills			
September 1982	109,991	--	--
September 1981	38,032	--	--

Estimated newsprint consumption, 1981-82 (Thousands of metric tons)



Estimated consumption of all U.S. users

	1982	1981	% Change
July totals	767,000(r)	791,000	-3.0(r)
August totals	807,000(r)	827,000	-2.4(r)
September totals	825,000(p)	839,000	-1.7(p)
Nine-month totals	7,380,000(p)	7,436,000	-0.8(p)

Production

	Canada	U.S.A.	North America
September 1982	557,349	362,777	920,126
September 1981	707,512	400,171	1,107,683
Increase or decrease	-150,163 -21.2%	-37,394 -9.3%	-187,557 -16.9%
Nine months 1982	6,163,156	3,474,994	9,638,150
Nine months 1981	6,619,116	3,561,794	10,180,910
Increase or decrease	-455,960 -6.9%	-86,800 -2.4%	-542,760 -5.3%

Shipments

From Canadian mills	U.S.A.	Canada	Export	Total
September 1982	415,838	62,540	122,381	600,757
September 1981	469,534	84,437	154,424	708,395
Nine months 1982	4,112,408	700,921	1,138,780	5,952,109
Nine months 1981	4,446,161	778,924	1,324,175	6,549,260
Increase or decrease	-333,753 -7.5%	-78,003 -10%	-185,395 -14%	-597,151 -9.1%
From U.S. mills				
September 1982	345,655	—	17,284	362,939
September 1981	374,239	—	35,647	409,886
Nine months 1982	3,186,486	----	216,160	3,402,646
Nine months 1981	3,330,715	----	213,639	3,544,354
Increase or decrease	-144,229 -4.3%	---- ----	+2,521 +1.2%	-141,708 -4.0%
From North American mills				
September 1982	761,491	62,540	139,665	963,696
September 1981	843,773	84,437	190,071	1,118,281
Nine months 1982	7,298,894	700,921	1,354,940	9,354,755
Nine months 1981	7,776,876	778,924	1,537,814	10,093,614
Increase or decrease	-477,982 -6.1%	-78,003 -10%	-182,874 -11.9%	-738,859 -7.3%

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[1] Based on stratified data from ANPA-member newspapers in statistical sample; figures in this and other tables in metric tons.

[2] Represents stocks of ANPA-member newspapers in statistical sample

(r) = revised
(p) = preliminary

Satellite program key to UPI turnaround plan

By C. David Rambo
presstime staff writer

As far as Douglas F. Ruhe is concerned, "The way a smaller company beats a larger company is by moving faster and being smarter."

That's how United Press International will come "roaring back" into areas that the Associated Press might consider "safe and secure and sound," UPI's managing director and chief executive officer said during the wire service's EDICON meeting.

He and other UPI officials told the gathering Sept. 29-Oct. 2 in Denver that the service, which has lost money every year since the 1960s, should break even soon. "Three years out is a conservative, ballpark estimate," Ruhe said.

Representatives from about 150 newspapers attending the annual conference seemed, by and large, guardedly optimistic about the details set forth by Ruhe and other principals in UPI's parent company, Media News Corp. [presstime, July 1982, p. 61].

Discussion on the future of UPI took only about an hour and a half of the four-day program. The formal presentations by Media News owners Ruhe, Len R. Small, William E. Geissler and Cordell Overgaard, and by new UPI President William J. Small, attracted only three questions from the audience. But there were one-on-one discussions outside the meeting rooms.

There also was a private meeting between the owners and UPI's Newspaper Advisory Board, where the newspaper executives serving on the board received an advance briefing of UPI turnaround plans.

Board members and other EDICON attendees said those sessions produced no new information on the purchase price of UPI, or on how the purchase was financed. One board member who did not want to be identified said the new owners seemed surprised there was such "keen interest" in Media News's corporate finances. "They seemed to feel that the users should not be interested in where the money's coming from."

In contrast to their tight-lipped approach to internal financial matters, the wire service's new leaders were effervescent in describing their plans for beefing up what has been the Avis of wire services.

Linchpin of UPI's economic recovery plan is expansion of the satellite transmission program.

Officials said that upon completion of the $11.1-million satellite program UPI expenditures for leased AT&T long-distance telephone lines could be halved. Those charges, currently about $14 million annually, are "bleeding the company to death," Ruhe said.

He explained that UPI in the next year will install 1,400 UPI-owned earth stations in addition to the approximately 600 subscriber-owned dishes already in place. UPI needs to reach 5,400 client locations in approximately 2,000 telephone rate exchanges across the country. One dish will be able to serve all users in each exchange through inexpensive, local phone-line loops, Ruhe said. As all clients in each exchange area are receiving by satellite, the expensive, land-lines transmission can be phased out except for backup use.

Up to now, the UPI executive explained, user-owned UPI dishes were not installed in any pattern and phone lines could not be systematically eliminated.

In addition, UPI will install an "uplink" at its large data processing facility in Dallas. That will allow the wire service to send news directly from Dallas to the satellite for relay to earth receiving stations. Now, data must be sent to an uplink in New Jersey via expensive phone lines.

Because of sporadic installation of dishes and lack of the Dallas uplink, Ruhe said, the satellite program in its present form has been a burden on UPI instead of a savings. "Additional costs were layered on—costs of transponder, uplinking, transmitting data between Dallas and New Jersey. . . . This added cost rather than reducing the cost of the communication system."

Ruhe said the reason the former UPI owners did not take similar action was that they had decided to sell the wire service about the time the satellite program started. E.W. Scripps Co., which held 95 percent ownership of UPI while Hearst Corp. held 5 percent, made the decision to go ahead with the program, Ruhe said, but "not to invest the necessary capital."

UPI officials said all dishes and other equipment involved in the program expansion will be leased from a third party.

Among other UPI plans:

- Opening in the next several months 14 news bureaus and six photo bureaus. New UPI President Small said the bureaus reflect the "first priority" for the "strengthening of state and regional service."

"Weak" service in those areas has been the biggest single reason for termination of UPI contracts in recent years, noted Senior Vice President Geissler.

- Strengthening of its sales force that since the purchase June 2 has resulted in new newspaper contracts worth $1.5 million and new broadcast contracts worth more than $800,000.

In another part of the EDICON program, Attorney General William French Smith said proposals by the Reagan administration to amend the Freedom of Information Act are "fully justified" and would not result in a "less open or less free government." ☐

MR. CHANDLER

EDICON panel includes (left to right) UPI Advisory board member Robert W. Chandler of The Bulletin, Bend, Ore., William J. Small, Len R. Small, Ruhe, Geissler and Overgaard.

Daily News contracts extended

Employees of the New York Daily News represented by Typographical Union No. 6 ratified an agreement Oct. 24 to extend their labor contract for three years beyond the 1984 expiration date.

Workers represented by the other 10 unions at the newspaper had ratified the agreement earlier.

The pact extending the contracts to March 31, 1987, provides for wage increases of $38 the first year, $35 the second year and $37 in the final year. The increases amount to 6 percent the first year and 5 percent in each of the final two.

There was no change in a cost-of-living formula in the current contracts.

The unions agreed to a reduction of the equivalent of 1,300 full-time jobs, which means the News will save $50 million a year in payroll expenses.

An important part of the agreement is a profit-sharing plan under which 25 percent of yearly pretax profits above 6 percent will go into a profit pool to be shared by the unions' members. Although many newspapers and media companies offer stock-purchase plans to employees, the plan at the News is believed to be a first for a unionized newspaper.

Gregory L. Thornton, vice president and director of industrial relations, said the agreements on both cost savings [presstime, Sept. 1982, p. 49] and contract extensions "ensures our survival and gives us a clear path to build a prosperous Daily News."

In a related development, the New York Post, citing heavy losses, has asked its unions for concessions. The same unions represent workers at both papers. ☐

Sports-only daily launched in California

Complete Racing Inside—25¢

ALL SPORTS

STAR-NEWS

Not time to smile

Nearly perfect

First edition

Owners strike back

Sonic Sooner boom

USC juggles backfield

Utah dogs poachers

Oxy hits the bigtime

Pennant Races at a Glance

They trail Braves by one

Dodger streak hits minus-7

Angels so close, still so far

Autumn Days 'Cap kicks off Oak Tree

The Star-News of Pasadena, Calif., has begun publishing a seven-days-a-week, all-sports newspaper called, aptly enough, ALL SPORTS.

The new daily, with a circulation of about 12,000, is distributed through rack sales only at some 1,100 outlets in the greater Los Angeles area. Plans call for expansion of distribution to more than 2,000 outlets in all five Southern California counties by mid-December, according to Executive Sports Editor Roger A. Murray.

The new Knight-Ridder Newspapers Inc. daily began appearing Sept. 29—two weeks after the East Coast debut of Gannett Co. Inc.'s USA TODAY.

Murray said the newspaper is not in competition with Gannett's plans to distribute USA TODAY in the Los Angeles area because ALL SPORTS is specialized, while Gannett's new product is a general-interest newspaper.

At the same time, Murray said Knight-Ridder has not put a limit on expansion plans for ALL SPORTS, and "perhaps in theory" is considering distributing the publication nationally.

ALL SPORTS is composed on the Pasadena newspaper's Information International Inc. Newspaper Pagination System [presstime, July 1982, p. 11]. Murray said production could have been accomplished without pagination, but it would have been more difficult.

Because news copy is removed from the Star-News and sports copy inserted in its place, ALL SPORTS is the same size each day as the Star-News. ☐

Publisher seeks group of buyers for Eastbay Today

Discussions were continuing in late October for Gannett Co. Inc.'s sale of Eastbay Today in Oakland, Calif., possibly to the paper's publisher, Robert C. Maynard.

The company said it would prefer to sell to local owners. Maynard then moved to form a group to buy the newspapers.

Maynard was not talking to outside reporters. But according to Michael Libbey, an Eastbay Today reporter and chairman of the unit of The Newspaper Guild at the paper, Maynard told his staff that Gannett is expected to sell the newspapers within two months.

According to Libbey, Maynard also told the staff that Gannett had two offers in the last year to buy the paper.

The sale of Eastbay Today is part of a complex transaction in which Gannett will buy KRON-TV in San Francisco [presstime, Oct. 1982, p. 62]. Federal Communications Commission cross-ownership rules prohibit a company from buying a broadcast station in a market where it already publishes a newspaper.

Gannett this month will begin distributing USA TODAY in the San Francisco market. This will not be affected by the cross-ownership rules because a key element of those regulations is location of publication, explained Thomas L. Chapple, vice president, associate general counsel and secretary of Gannett. USA TODAY is based in Rosslyn, Va., near Washington, D.C.

That interpretation of the cross-ownership rules may get further attention as the result of a complaint filed with the FCC by Scripps League Newspapers.

E.W. Scripps, president of Scripps League, said the Gannett/KRON action should be stopped so long as Gannett continues to publish the Independent-Journal in Marin County. Scripps noted that the Independent-Journal is closer to San Francisco than the Oakland paper that Gannett proposes to sell in order to comply with cross-ownership rules.

Scripps League publishes the following newspapers within the KRON signal area—Petaluma Argus-Courier, Novato Advance, Rohnert Park-Cotati Clarion and the Napa Register. ☐

Circulation more than planned, but USA TODAY finds friction

Sales of Gannett Co. Inc.'s USA TODAY were so good in its first month of publication, the company said, that it accelerated its national distribution schedule for the West Coast.

The newspaper will start appearing in the Seattle, Wash., and Portland, Ore., areas Nov. 8 and in the San Francisco and Sacramento, Calif., areas Nov. 15. Distribution there had been planned for 1983.

Gannett Chairman and President Allen H. Neuharth said at an Oct. 15 press conference in Washington, D.C., that average daily paid circulation for the two previous weeks was 221,978. Circulation had been projected at 200,000 for the end of this year, 1.15 million by the end of 1983 and 2.35 million by the end of 1987 [presstime, Oct. 1982, p. 60].

As of that date, USA TODAY was being sold in Washington, Baltimore, Atlanta, Minneapolis-St.Paul and Pittsburgh. Neuharth declined to say where sales were highest.

USA TODAY circulation initially will be audited by the firm of Price Waterhouse. Its first official report is expected this month. However, Gannett officials said USA TODAY will apply for membership with the Audit Bureau of Circulations after meeting the requirement of publishing for three months.

Meanwhile, the aggressive marketing techniques contributing to the national daily's initial success are causing some irritation among "hometown" papers whose markets have been invaded.

Atlanta Newspapers objected when a chain of convenience stores began putting the Atlanta Journal and Constitution in the bottom tray of USA TODAY-supplied racks that feature USA TODAY on top.

But in late October, Tom A. Giuffrida, circulation director for the Atlanta papers, said an arrangement had been worked out with the Majik Market chain whereby the Atlanta dailies remain in their own racks.

Some stores in the St. Paul, Minn., area also replaced the local papers' old racks with the USA TODAY models, says Jack M. Delo, circulation director at the St. Paul Pioneer Press and Dispatch. His newspapers are seeking to get theirs back in place, alongside the USA TODAY racks. "All we are asking for at this point is equal treatment," he said.

Delo credited an incentive program for a large measure of USA TODAY's success in getting its store racks installed.

The USA TODAY "mystery shopper" program rewards stores and clerks for promoting the paper. If the USA TODAY "mystery shopper" enters a store that has the USA TODAY rack in a prominent position and is using all of the paper's promotional materials, it receives $25. If a clerk suggests that the "mystery shopper" buy USA TODAY, the clerk gets $25.

A USA TODAY spokesman said the program has been used in all five initial markets and will continue to be used as markets are added. ☐

NATIONAL WEEKLY EDITION
The Washington Post
POLITICS AND THE ECONOMY

The Washington Post in October published a prototype of a proposed national weekly. The 48-page, tabloid-size paper featured Post reports on government and politics.

Changes in command

The **Institute of Newspaper Controllers and Finance Officers** at its annual meeting Oct. 17-20 in Dearborn, Mich., elected the following new officers:

- President—Jay A. Carlson, Newspaper Agency Corp., Salt Lake City
- First Vice President—George D. Hutchinson, Pacific Press Ltd., Vancouver, British Columbia
- Second Vice President—Edward R. DeVoge, Observer Publishing Co., Washington, Pa.
- Secretary—James D. Wagner, Landmark Communications Inc., Norfolk, Va.
- Treasurer—H. Graham Woodlief, Richmond (Va.) Newspapers Inc.

The **Canadian Daily Newspaper Publishers Association** at its annual meeting Sept. 22-23 in Vancouver, British Columbia, elected the following officers:

- President—J. Patrick O'Callaghan, The Calgary (Alberta) Herald
- President-Elect—Jean-Robert Belanger, Le Droit, Ottawa
- Vice President and Treasurer—Tom Crowther, The Daily Gleaner, Fredericton, New Brunswick

The **Inter American Press Association** at its annual general assembly Sept. 27-Oct. 1 in Chicago elected the following new officers:

- President—Andrés Garcia Lavin, Novedades De Yucatan, Merida, Mexico
- First Vice President—Horacio Aguirre, Diarios Las Americas, Miami
- Second Vice President—Maximo Gainza, La Prensa, Buenos Aires, Argentina
- Executive Committee Chairman—Ignacio E. Lozano Jr., La Opinion, Los Angeles

The **National Newspaper Association** at its annual convention and trade show Sept. 22-25 in Phoenix, Ariz., elected the following new officers:

- President—John F. McMaster, The Public Spirit, Ayer, Mass.
- Vice President—James H. Roberts, The Fairbury (Ill.) Blade
- Treasurer—James L. Pate, The Madill (Okla.) Record

The **Society of Newspaper Design** at its annual workshop Sept. 23-26 in New York City elected the following new officers:

- President—Richard A. Curtis, USA Today
- First Vice President—Robert Austin, The Spectator, Hamilton, Ontario
- Second Vice President—Marty A. Petty, Kansas City (Mo.) Star

Smaller dailies begin operations with little fanfare

Without the fanfare that accompanied the birth of USA TODAY and The Washington Times, three other general-interest newspapers have begun daily publication this year.

The most recent newcomer is the West County Times in Pinole, Calif., which published its first daily edition on the morning of Oct. 1, after starting in 1972 as a weekly and converting to tri-weekly about a year and a half ago.

Dean S. Lesher, publisher and chairman of the board of the parent company, Lesher Communications Inc., said the newspaper has received support from local retail advertisers and national advertisers. "We will probably have enough revenue to sustain additional costs. We're delighted," he said.

Some of that extra cost comes from the addition of staff members in the editorial, advertising and circulation departments. The newspaper is covering 10 communities, Lesher said, and the emphasis is on local news.

The newspaper is being printed at a central plant in Walnut Creek, which has modern inserting and bundling equipment.

With the addition of the five-days-a-week West County Times and its increase in circulation from 46,000 to 53,000, Lesher said LCI and its subsidiary, California Delta Newspapers, have total circulation of 210,000 from five dailies.

Further west, last March 1 the tri-weekly West Hawaii Today started publishing a Monday-through-Friday morning paper in Kailua-Kona on the island of Hawaii.

General Manager Paul W. Nishimuta said that despite a 40-percent decline in tourism over the past two years—tourism is the area's main revenue source—the newspaper is "doing very well." He said circulation has risen by 1,000 to 7,200 since the paper went daily.

He said in October that advertising linage is running about the same as it was last year but that when the economy improves and tourism rebounds, linage will grow.

TimeOut
West County Times
Summer's
Final Fli
Eleventh hour for the RUSD:
Real Estate
Sports
Automotive
Home&Garden
der Beds

The multi-sectioned West County Times is one of five new dailies launched this year.

The newspaper, a member of the Donrey Media Group, purchased its own eight-unit Goss Community press when it went daily. Before that, it was printed at Donrey's Hawaii Tribune-Herald in Hilo.

Nishimuta said the conversion necessitated the hiring of additional pressmen. Staffing of other departments was not altered.

The day after the West Hawaii Today became a daily, the twice-weekly Milledgeville (Ga.) Union-Recorder started publishing Tuesday through Saturday mornings. Publisher Roger W. Coover reported in October that revenue and circulation are increasing.

Coover said the newspaper sets a minimum of 12 news pages regardless of the number of ads. He noted that advertising on Tuesdays has been weak but that "advertisers are coming along."

The newspaper, owned by Knight-Ridder Newspapers Inc., has a circulation of 6,200.

The Washington Times began publication May 17 [presstime, Sept. 1982, p. 44], and Gannett Co. Inc.'s USA TODAY opened in its first market Sept. 15 (see story, preceding page). ☐

Herald-Tribune opens Asian printing site

The International Herald-Tribune, which calls itself "the only global daily newspaper," began printing its Asian edition at a second site Oct. 4. Its new Singapore facsimile plant joins a network of printing sites in Hong Kong, London, Zurich and Paris.

Advertising in the Asian editions varies from that in the European edition, but the editorial content is generally the same, the Neuilly, France-based company said.

News is provided from the Herald-Tribune's parent newspapers, The Washington Post and The New York Times, and from its own correspondents, the Associated Press, United Press International, Reuters and the Los Angeles Times. ☐

Recent acquisitions

Park Newspapers Inc., Ithaca, N.Y., acquired the Devils Lake (N.D.) Daily Journal, circulation 5,500.

Capital Cities Communications Inc., New York City, acquired The Daily Register, Shrewsbury, N.J., circulation 30,309.

The Cedar Rapids (Iowa) Gazette acquired the Cherokee (Iowa) Daily Times, circulation 4,008.

The San Gabriel Valley (Calif.) Tribune acquired The Daily News, Whittier, Calif., circulation 17,282. ☐

Helping smaller papers

Papers take innovative steps to increase revenues, cut costs

By Harry W. Edwards

On a recent visit to newspapers in Minnesota and Iowa, I found that it is a rare publisher who is bullish about the economy.

Most newspapers seem to be about 10 percent down in advertising volume but in many cases still show a slight gain in ad revenue as a result of rate increases.

Despite the recession, some newspapers are doing quite well.

John Wilcox, publisher of the Owatonna (Minn.) People's Press, says "last year was my best year ever, and this year does not look too bad." And Bruce Fenske, publisher of the New Ulm (Minn.) Journal, reports "business is excellent."

• • •

The number of dailies and non-dailies that have started their own shopper publications continues to grow. A survey by the Iowa Daily Press Association reveals that 30 of Iowa's smaller dailies now have their own shopper—and some have more than one—to provide the total market coverage their advertisers want.

There are also several good examples of the effectiveness of teamwork among competing newspapers in marketing classified advertising. A group of weeklies—retaining their own individual rate structures—are able to combine their classified advertising into a single publication, which is then distributed by all of them in their respective circulation areas.

The Denison (Iowa) Bulletin, for example, publishes a weekly tabloid called the West Central Iowa Rocket that carries the classified advertising for 13 neighboring weekly newspapers to more than 132,000 readers. Publisher Dick Knowles gives credit for this idea to Bill Branen, publisher of the Burlington (Wis.) Standard Press. Knowles considers this to be not only a great success as an advertising medium but also the instrument for bringing together all of these publishers into a friendlier cooperative group, whereas they were formerly inclined to be sort of unfriendly rivals, jealously fighting for their own circulation areas.

• • •

Dailies and weeklies in Iowa are working toward a common organization. Verle Burgason, co-publisher of the Ames Daily Tribune and president of the Iowa Daily Press Association, said his group has voted to merge with the Iowa Press Association, representing primarily weeklies. The IPA is expected to approve the merger this month. Many states' newspapers, of course, already have merged into one organization representing all.

• • •

Mail circulation is still a primary means of delivery among many dailies in the Midwest, because motor routes often represent an expensive way to cover rural areas. In connection with this, I shared with several publishers an idea that I had picked up in Arizona. That is to use returns (from newsracks) for mail subscribers, particularly those outside the trade zone. This can save a lot of newsprint.

The Cherokee (Iowa) Daily Times converted to all-mail delivery but is finding that steady increases in postal costs may soon mandate a return to carriers, supplemented by some motor routes. However, many publishers strongly advocate the use of mail for delivery of a TMC publication to nonsubscribers. It apparently is more attractive to many advertisers because they believe it increases certainty of delivery.

• • •

A number of community newspapers are becoming involved with telecommunications.

Several publishers are using a cable news channel with or without classified advertising with some success, but they are not finding it a source of significant revenue. The limiting factor seems to be the inability of cable to reach rural areas and the large number of channels available in many markets, which tends to dilute the penetration of any advertising message.

Many newspapers in smaller communities are taking a closer look or actually going ahead with an investment in low-power TV. An LPTV station will provide a channel that covers about a 15-mile radius. This won't help in towns with cable hook-ups. However, it may be quite feasible for an LPTV channel to be offered over an existing cable system. □

Edwards, director of membership development for ANPA, spends about half of each year on the road visiting newspapers and meeting with their top executives. His column focuses on some of the activities and concerns of the smaller newspapers within the Association.

Merger and p.m.-to-a.m. trends continue

The ninth merger this year of morning and afternoon dailies occurred Oct. 1 when The Spartanburg (S.C.) Journal (evening, circulation 7,292) was combined with The Spartanburg Herald (morning, 42,247).

The morning-only newspaper is now called the Spartanburg Herald-Journal.

In other changes of publication schedules [presstime, Oct. 1982, p. 62]:

- The evening Niagara Gazette of Niagara Falls, N.Y., announced plans to switch completely to morning publication Nov. 1. Niagara Falls is about 15 miles from Buffalo, where the morning Courier-Express ceased publication Sept. 19. The 28,629-circulation Gazette is in the Gannett Co. Inc. group.
- The all-day Herald and Review of Decatur, Ill., ceased publication of its p.m. edition June 7. The newspaper is in the Lee Enterprises Inc. group. □

Date set for Canada trial

On April 5 Canada's two largest newspaper groups will go on trial on charges they violated the Combines Investigation Act [presstime, June 1982, p. 44].

Southam Inc. and Thomson Newspapers Ltd. face criminal charges arising from a series of 1980 ownership changes. They are charged with illegally conspiring to lessen competition unduly and with unlawfully merging and monopolizing the production and sale of major newspapers. □

L.D. "Bud" Pollock (left), retired president of Taft Equipment Sales Co. of Chicago, presents ANPA Vice President/Technical William D. Rinehart the keys to a new 15-passenger van. It will be used to transport seminar attendees and other visitors to ANPA facilities. The gift from TESCO and Tokyo Kikai Seisakusho Ltd. was in recognition of "extensive efforts of ANPA/RI in advancing press technology—especially in the retraining of press operators throughout the U.S." TESCO distributes TKS presses.

New members

USA TODAY

Rosslyn, Va. (circulation 221,978). Philip T. Gialanella, president.

China Times

Washington, D.C. (circulation 1,300). Chi-chung Yu, publisher.

Herald-Citizen

Cookeville, Tenn. (circulation 9,733). Joe Albrecht, publisher.

the APALACHICOLA TIMES

Apalachicola, Fla. (circulation 2,589). David G. B. Lindsay, vice president.

ANPASURE signs first, wins PNPA endorsement

The Pottsville (Pa.) Republican recently became the first newspaper to join ANPA's new ANPASURE™ comprehensive general-insurance program. And the program has been endorsed by the Pennsylvania Newspaper Publishers Association.

Available to ANPA-member newspapers, ANPASURE was developed by risk managers from member newspapers and by the Chubb Group of Insurance Companies [presstime, Aug. 1982, p. 45].

In many cases, it can reduce property and casualty insurance premiums by 17 to 38 percent per year.

Rick White, PNPA

Pottsville Publisher Uzal H. Martz Jr. (left) turns over completed application to ANPA Chairman and President William C. Marcil.

Presstime Statement of Ownership

STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION (Act of August 12, 1970): Section 3685, Title 39, United States Code).

1. Title of Publication: presstime
   A. Publication No.: 01943243
2. Date of Filing: Sept. 30, 1982
3. Frequency of Issue: monthly
   A. No. of Issues published Annually: 12
   B. Annual Subscription Price: members $50; nonmembers $100
4. Address of Known Office of Publication: American Newspaper Publishers Association, 11600 Sunrise Valley Dr., Reston, Va. 22091
5. General Business Offices of the Publisher: American Newspaper Publishers Association, 11600 Sunrise Valley Dr., Reston, Va. 22091
6. Names and Address of Publisher, Editor and Managing Editor:

Publisher: Jerry W. Friedheim, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

Editor: James E. Donahue, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

Managing Editor: Maurice Fliess, ANPA, 11600 Sunrise Valley Dr., Reston, Va. 22091

7. Owner: American Newspaper Publishers Association Inc., 11600 Sunrise Valley Dr., Reston, Va. 22091
8. Known Bondholders, Mortgagees, and Other Security Holders Owning or Holding 1 Percent or More of Total Amount of Bonds, Mortgages or Other Securities: None
9. Not applicable
10. Extent and Nature of Circulation:

	Average No. Copies Each Issue During Preceding 12 Months	Actual No. Copies of Single Issue Published Nearest to Filing Date
A. Total No. Copies (Net Press Run)	9,300	9,200
B. Paid Circulation		
1. Sales through dealers and carriers, street vendors and counter sales	0	0
2. Mail subscription	7,002	6,946
C. Total paid circulation	7,002	6,946
D. Free distribution by mail, carrier or other means. Samples, complimentary and other free copies	1,329	1,334
E. Total distribution	8,331	8,280
F. Copies not distributed		
1. Office use, left over, unaccounted, spoiled after printing	969	920
2. Return from news agents	0	0
G. Total	9,300	9,200

I certify that the statements made by me above are correct and complete. James E. Donahue, Editor

Presstime holders available

Vinyl-covered, hard-backed publication holders for presstime magazine are available from ANPA for $10 each.

To order, send a check to ANPA, care of "presstime holders," Box 17407, Dulles International Airport, Washington, D.C. 20041.

letters

Another literacy program

Your September 1982 essay called "How to Help Stamp Out Illiteracy? Read On!" (September, p. 23) reminded us of a program that should be of interest to your readers.

In the last two years the Gannett Foundation has awarded two $10,000 grants to help fund Literacy Volunteers of New York State (LVNYS), a program that uses newspapers as an instructional tool for adult illiterates.

An additional $9,500 has been contributed to LVNYS by the New York State Publishers Foundation, chaired by Louis A. Weil III, Gannett Co. Inc. vice president/development.

The program, which began in October 1981, enables volunteer tutors, using newspapers as an instructional tool, to teach adult illiterates how to read in one-on-one tutoring sessions. Since its inception, LVNYS has involved more than 500 tutors in over 20 New York State communities.

Margaret M. Williams, who was LVNYS acting executive director last spring, said: "Five hundred and seven Literacy Volunteer tutors have received the training in using the newspaper to teach reading skills to their adult students. This has affected more than 600 adults who are obtaining and refining reading skills through the use of newspapers and who now realize the usefulness, relevancy and necessity of reading daily newspapers. As tutors encourage students to subscribe to newspapers, students in turn are providing their family members with a positive view of the reading value of newspapers. The bottom line seems to be: 500 tutors affect 600 adult students who influence as many as 1,500 family members in newspaper reading."

Calvin Mayne, Gannett Foundation vice president/grants administration attended a LVNYS workshop in Rochester and reported: "About 35 men and women ranging in age from 20s to late 60s attended. . . . Students range from Korean and Vietnamese families learning English as a second language, to a middle-aged truck driver (who 'fakes it' by memorizing delivery locations from a map as identified by his wife), to a 23-year-old Rochester black high school graduate who nonetheless can't read above bare minimum level, to dyslexic children. . . .

"The most heartening thing to me about the session was hearing the tutors identify the essential value of newspapers in helping people live normal, happy, healthy lives. Newspapers were described as 'bridges to reality'—invaluable sources of information on consumer and food news, community resources, health information, news about government, sports news, entertainment news, etc.

"Newspapers were deemed ideal teaching instruments for illiterates because of their relatively unsophisticated, often idiomatic language; because of their photographs, comics and maps, and because they are 'perceived as adult in content.'

"They provide 'instant information' that adults can use immediately and are considered as far superior to television because they provide a convenient retainable bundle of information as contrasted with fleeting (and, for illiterates, usually unintelligible) information on a TV screen."

Toni J. Morris
Staff writer
Gannett Foundation
Rochester, N.Y.

Decline in reading deplored

I was keenly interested in (the **chairman's corner**) in the September issue of presstime.

As a former teacher of journalism at Iowa, Drake and Northwestern, and as the founder of Quill & Scroll Society, I thoroughly agree with your views.

I believe that the intellectual level of the United States will decline if the reading level of the public declines. Words are the tools of thought, and a new generation brought up in front of TV sets will certainly not have the intellectual ability the nation needs to maintain its place in the world unless something is done to interest more people to spend more time reading.

George Gallup
Chairman of the board
The Gallup Organization Inc.
Princeton, N.J.

Women in newspapers

A pat on the back for publishing the article "Women See Mostly MANagement" by Paula LaRocque (August). The article touched on many myths that appear to be creeping into the thinking of Americans, e.g., women are making great strides in the newsroom. The thorough research by LaRocque reinforces the need for a strengthening not weakening of the EEOC and other affirmative action programs.

So, my thanks to you and to LaRocque for clarifying our vision on women's upward mobility. And rest assured, we in Women in Communications Inc. understand the turbulence women may cause in the male-dominated ranks. But we're willing to try to understand and to work within the system, given the chance.

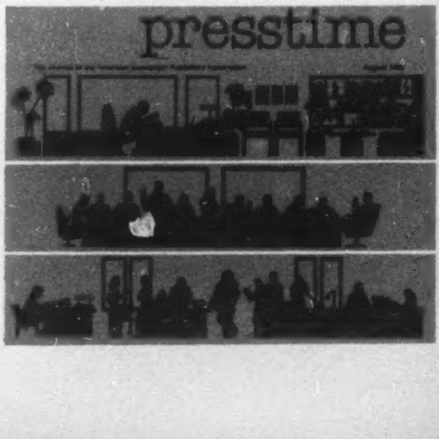
Carolyn E. Johnson
President
Women in Communications Inc.
Austin, Texas

A question of hands

If the attractive cover design of the August issue of presstime is meant to portray the image of a publisher in the top silhouette (those surroundings are certainly not those of an editor), I believe Mr. Pacheco has shown the wrong instrument of communication. Clasped hands over a typewriter are certainly not as typical of a publisher as a telephone receiver held to the ear.

Don Ogier
Editor
The Public Spirit
Ayer, Mass.

Editor's note: Artist Alberto Pacheco explains that it's really one hand writing and the other clenching.



speeches

Vincent T. Wasilewski

Thomas E. Wheeler

Claude R. Smith

William French Smith

Single copies of the following speeches are available without charge from the Public Affairs Department at The Newspaper Center, Box 17407, Dulles International Airport, Washington, D.C. 20041:

- **Speak Out for a Free Press and a Free Society.** ANPA Chairman and President William C. Marcil, president and publisher, The Forum, Fargo, N.D. Pennsylvania Newspaper Publishers Association annual convention, Valley Forge, Sept. 30.
- **More News Is Good News.** Allen H. Neuharth, chairman and president, Gannett Co. Inc., Rochester, N.Y. National Press Club, Washington, D.C., Sept. 23.
- **A Summing Up.** Vincent T. Wasilewski, outgoing president, National Association of Broadcasters. International Radio and Television Society, New York City, Sept. 22.
- **Changes in Cable Television.** Thomas E. Wheeler, president, National Cable Television Association. National Academy of Television Arts and Sciences, New York City, Sept. 23.
- **Communications and the Future.** John F. Budd Jr., vice president, external relations, Emhart Corp. World Future Society, Washington, D.C., July 22. (Or see Sept. 15 *Vital Speeches of The Day*, Box 606, Southold, N.Y. 11971.)

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From United Press International's annual EDICON meeting, Denver, Sept. 30-Oct. 2:

- **Are Newspapers Becoming a Thing of the Past?** Ruth Clark, senior-vice president, Yankelovich, Skelly & White Inc., New York City.
- **The Interaction of the World of Cable TV, Newspaper Publishing and Videotex.** Claude R. Smith, president, HOMSERV Inc., Greenwich, Conn.
- **The Exclusionary Rule.** William French Smith, U.S. attorney general.

• • •

From the Inter American Press Association annual meeting, Chicago, Sept. 27-Oct. 1:

- **Coping with Costs: The Long Term.** ANPA Director Donald N. Soldwedel, president and publisher, The Yuma (Ariz.) Daily Sun.
- **Address by IAPA President Andrés Garcia Lavin,** editor, Novedades De Yucatan, Merida, Mexico.
- **Development and Democracy: Their Role in the Revitalization of the Inter-American System.** Alejandro Orfila, secretary general, Organization of American States, Washington, D.C.

ANPA calendar

November

ANPA Newspaper Advertising Bureau Cable TV Workshop
[illegible]

ANPA Newsprint Committee meeting
[illegible]

ANPA Low-Power Television Workshop
[illegible]

ANPA Newsprint Committee CPPA Newsprint Section meeting
[illegible]

ANPA New Jersey Press Association Supervisory Development Workshop
[illegible]

ANPA Pennsylvania Newspaper Publishers Association Supervisory Development Workshop
[illegible]

ANPA Special Task Force on Content Regulation of Electronic Media meeting
[illegible]

ANPA Foundation Executive Committee meeting
[illegible]

ANPA Pacific Northwest Newspaper Association Industrial Relations Bureau Labor Relations Seminar
[illegible]

ANPA Management Development Workshop
[illegible]

ANPA RI Camera Techniques Seminar
[illegible]

ANPA RI Basic Offset Press and Plate Seminar
[illegible]

ANPA Executive Committee meeting
[illegible]

ANPA RI Direct Screen Color Separation Seminar
[illegible]

ANPA Convention Arrangements Committee meeting
[illegible]

December

ANPA Board of Directors meeting
[illegible]

ANPA International Circulation Managers Association Newspaper Personnel Relations Association Circulation Managers Workshop
[illegible]

ANPA Operations Management Conference and Exposition meeting
[illegible]

ANPA Foundation Board of Trustees meeting
[illegible]

ANPA Press Bar Relations Committee meeting
[illegible]

ANPA American Bar Association Task Force meeting
[illegible]

ANPA Research and Production Committee meeting
[illegible]

January

ANPA Labor and Personnel Relations Conference
[illegible]

ANPA Operations Management Conference and Exposition meeting
[illegible]

ANPA Research and Development Technical Services and Training and Environmental committees meetings
[illegible]

ANPA Research and Production Committee meeting
[illegible]

ANPA Board of Directors meeting
[illegible]

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